

DOCUMENT RESUME

ED 103 756

CG 009 627

TITLE A Strategic Study for Communication Programs on
Alcohol and Highway Safety.
INSTITUTION National Highway Traffic Safety Administration (DOT),
Washington, D. C.
PUB DATE Nov 74
NOTE 76p.
EDRS PRICE MF-\$0.76 HC-\$4.43 PLUS POSTAGE
DESCRIPTORS Adolescents; Adults; Alcoholic Beverages; *Attitudes;
*Behavior Patterns; *Drinking; Research Projects;
*Social Problems; Surveys; *Traffic Safety

ABSTRACT

This report is a synopsis of the findings of a nine-month research study into the beliefs, attitudes, and behavior of both adults and high school youth involved in the use of alcoholic beverages and driving. A questionnaire was administered to a nationally projectable sample of 1,660 adults between the ages of 18 and 55 and to a representative sample of 397 high school students. The questionnaire attempted to measure the success of an extensive three-year public information/communications effort on the problem of drunk driving, sponsored by the U. S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA). Results indicated significant progress since 1970 in increasing people's awareness of the drunk driving problem, as well as a readiness to pay higher taxes to support stricter law enforcement programs. The study among high school students revealed an alarming amount of drinking and driving, and almost as much involvement with alcohol-related situations as adults. The report also provides a thorough evaluation of both sample groups which can be used to give direction to future efforts to solve the drunk driving problem. (Author/PC)

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A STRATEGIC STUDY
FOR COMMUNICATION PROGRAMS
ON ALCOHOL AND HIGHWAY SAFETY

HIGH SCHOOL STUDY

Prepared For:

OFFICE OF PEDESTRIAN AND DRIVER PROGRAMS
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
U.S. DEPARTMENT OF TRANSPORTATION

GREY MARKETING AND RESEARCH DEPARTMENT
#10300BR606 November, 1974

BACKGROUND

NHTSA has traditionally directed alcohol and highway safety communications at the high school age group. It has been recognized that adolescence is the time when most people are faced with the use or non-use of alcohol for the first time. At the same time it is also the age at which most people begin to drive, necessitating decisions about how they will relate their newly established drinking behavior to their recently acquired driving opportunities.

In the midst of a growing concern for these young drivers and pedestrians in the alcohol-use environment, NHTSA in conducting a national adult study on alcohol and highway safety considered it highly desirable to supplement the adult study with a representative sample of high school students.

OBJECTIVES

The primary objective of this study is analysis of a representative sample of high school students to provide NHTSA with strategic direction for communications' programs aimed at this group. Therefore, this research addressed the following questions:

- What is the size and nature of the target for NHTSA's high school youth programs?
- What should the objectives be of NHTSA programs directed toward this target?
- How should these messages or programs be presented?
- What secondary targets are relevant to NHTSA's efforts among the youth population?

RESEARCH DESIGN

In order to meet these objectives, a two phase research design was executed.

Ia. EXPLORATION: To develop the measurement tool

• Review of Existing Data

Relevant data sources were reviewed to determine issues of concern and the data necessary for analysis.

• Qualitative Development

Two high school focus groups were conducted, one among drinkers, one among non-drinkers. This phase developed hypotheses and, in addition, provided appropriate consumer language for the questionnaire in the measurement phase.

5

Ib. PILOT MEASUREMENT PHASE: To pre-test and refine the measurement tool.

. Objective

In order to meet the research objectives it was seen that a major portion of the necessary data was both personal and sensitive.

To insure both truthfulness and freedom of expression a two-fold resolution was suggested:

. The interviewing would be conducted in central location out of the respondent's home.

. All personal behavioral data was collected in a self-administered answer booklet.

• Method

The entire administration and interviewing process was pre-tested.

WHO? 16 completed interviews and the screen necessary to obtain them.

WHERE? Boston.

WHEN? June, 1974

7

IIB. MEASUREMENT PHASE: To measure a representative sample of youth according to the objectives of the study.

WHO? 1848 households were screened by telephone for high school students willing to participate in a study on general social issues. An eligibility quota based on sex and year in high school was applied.*

Yield:

	TOTAL	MALE	FEMALE
<u>HIGH SCHOOL</u>			
Freshmen	96	48	48
Sophomores	101	51	50
Juniors	100	48	52
Seniors	<u>100</u>	<u>50</u>	<u>50</u>
	397	197	200

WHERE? Central locations chosen in 25 areas to give adequate geographical representation and reflect the metropolitan and non-metropolitan composition of the country.

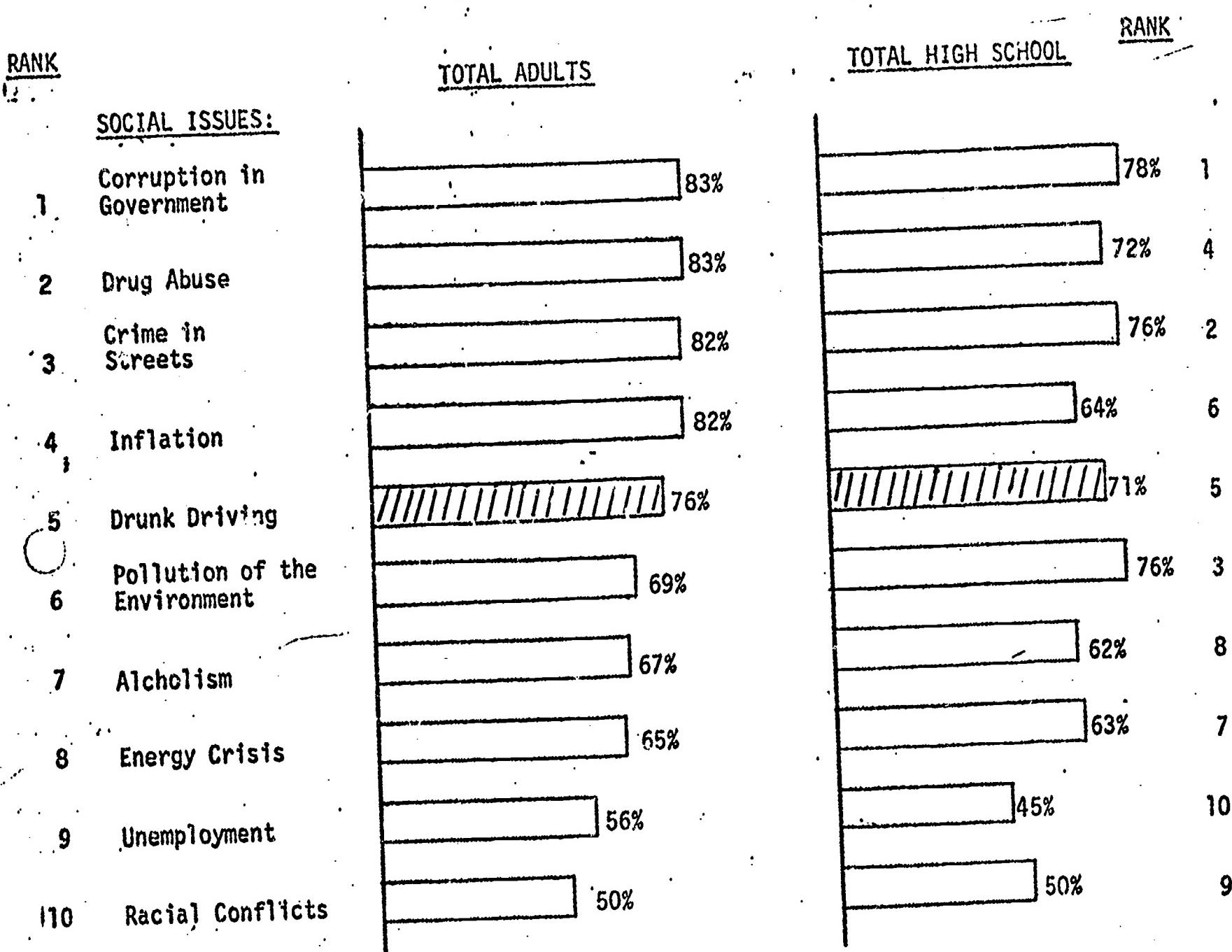
WHEN? June, 1974

8

INTRODUCTION

WHERE DO PEOPLE RANK THE PROBLEM OF DRUNK DRIVING?
 (Base: Total Adult and High School Sample)

- % Rating "Extremely" or "Very" Important -



NHTSA
HIGH SCHOOL SAMPLE

I. MARKET DEFINITION

- Size and Nature
- Alcohol Attitudes
- Drinking Behavior
- Driving Behavior

II. STRATEGIC PROBLEM

- Knowledgeability
- Willingness to Act

III. COUNTERMEASURE POTENTIAL

I. MARKET DEFINITION
THE ARS-INVOLVED HIGH SCHOOL STUDENT

- Size and Nature
- Alcohol Attitudes
- Drinking Behavior
- Driving Behavior

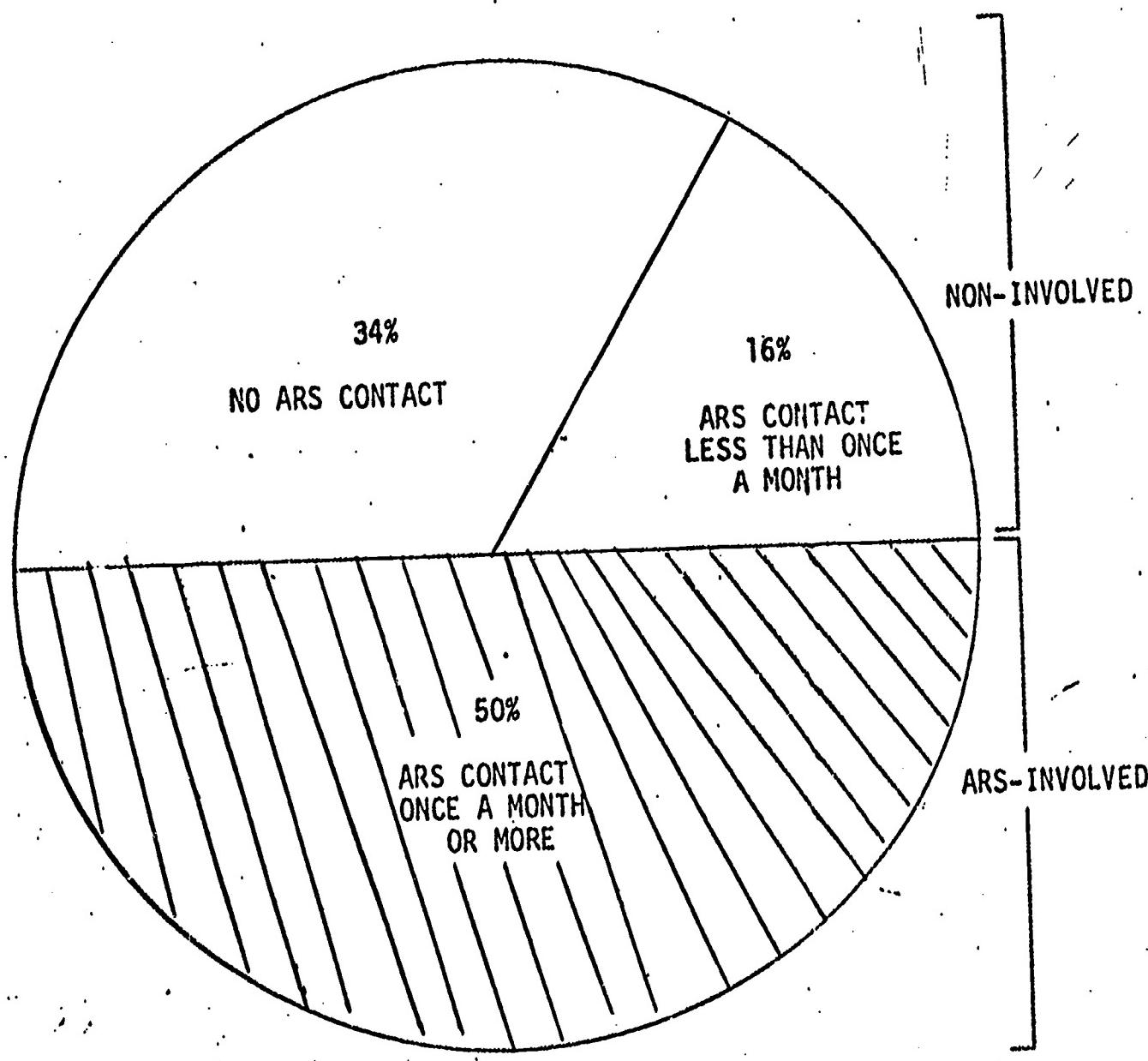
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THE ARS-INVOLVED HIGH SCHOOL STUDENT

• Size and Involvement

HOW FREQUENTLY DOES THE HIGH SCHOOL SAMPLE HAVE
CONTACT WITH THE ALCOHOL RELATED SITUATION?

(Base: High School Sample)



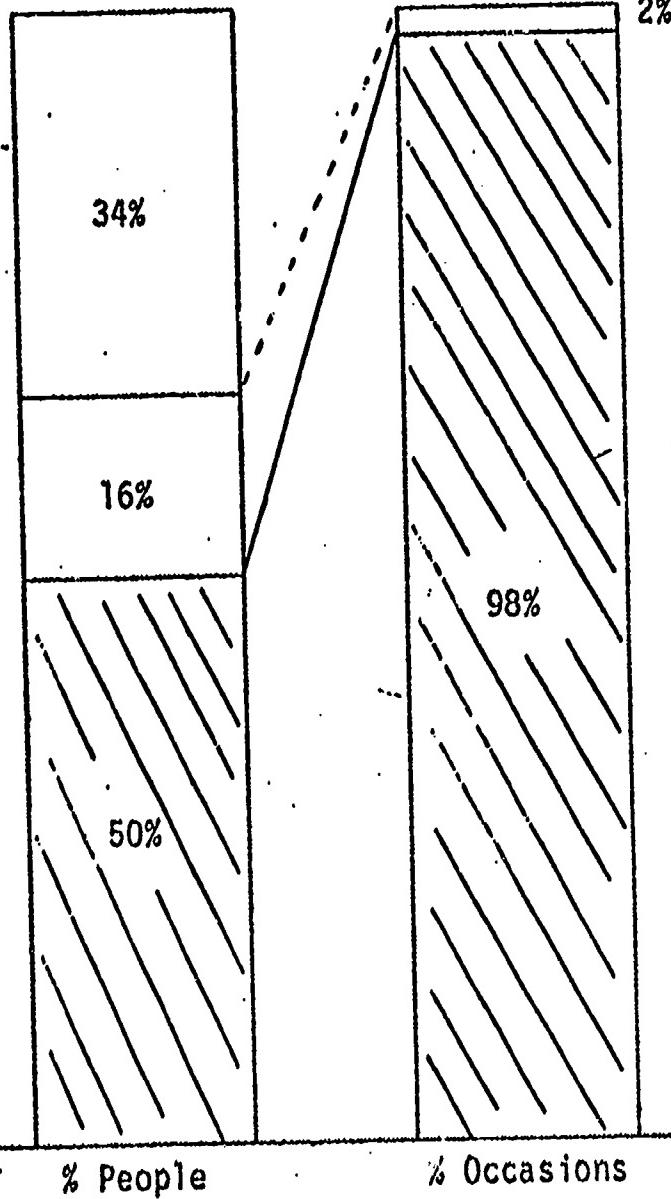
- Q. In the past 3 months, were you in any social situation, with young people and without adult supervision, that alcoholic beverages were consumed?
- Q. (HAND CARD) how frequently in the past 3 months, in the social situation, with young people and without adult supervision, that alcoholic beverages were consumed?

HOW FREQUENTLY DOES THE HIGH SCHOOL SAMPLE HAVE CONTACT WITH
THE ALCOHOL RELATED SITUATION?
(Base: High School Sample)

FREQUENCY OF CONTACT WITH
ARS IN PAST 3 MONTHS

NON-INVOLVED GROUP

NO CONTACT



LESS THAN ONCE A MONTH

ARS-INVOLVED GROUP

ONCE A MONTH OR MORE

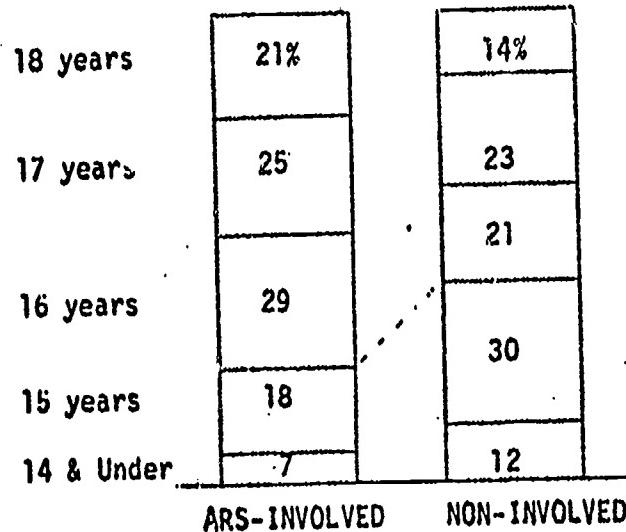
THE ARS-INVOLVED HIGH SCHOOL STUDENT

Sample Characteristics

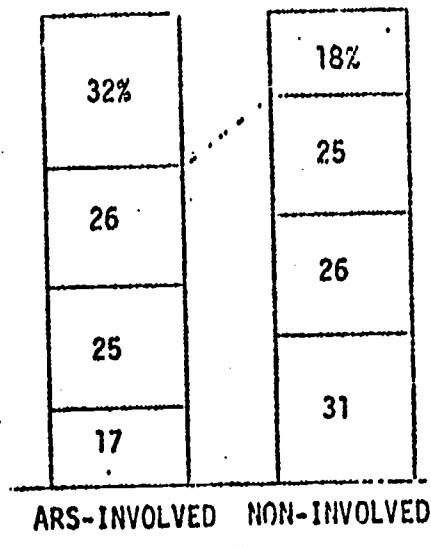
- demographic
- scholastic
- social
- personality

WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF THE ARS - INVOLVED GROUP?
 (Base: High School Sample)

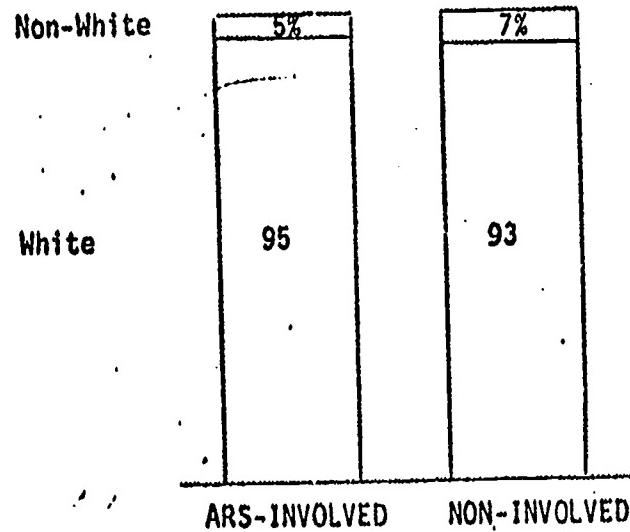
AGE OF
RESPONDENT



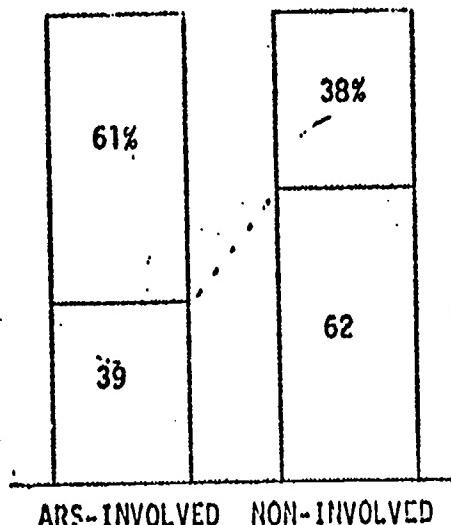
HIGH SCHOOL
GRADE



RACE OF
RESPONDENT

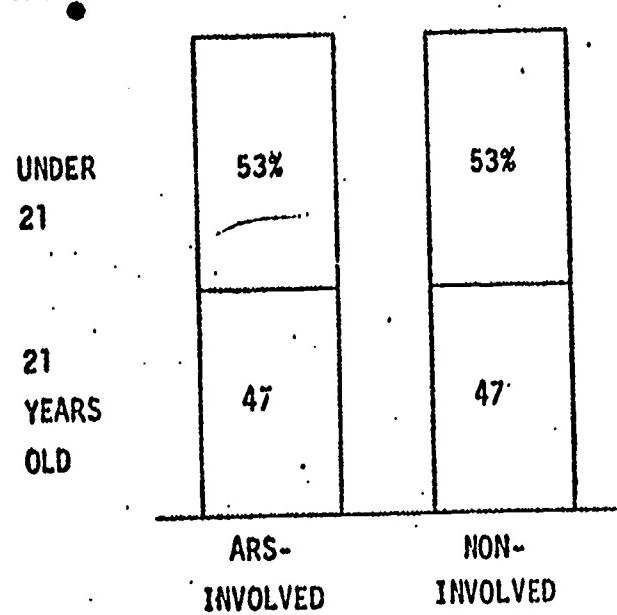


SEX OF
RESPONDENT



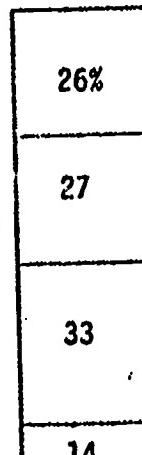
WHAT ARE THE DEMOGRAPHIC CHARACTERISTICS OF THE ARS - INVOLVED GROUP?
 (Base: High School Sample)

STATEWIDE LEGAL DRINKING AGE

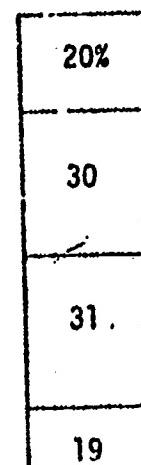


REGION

North East



North Central

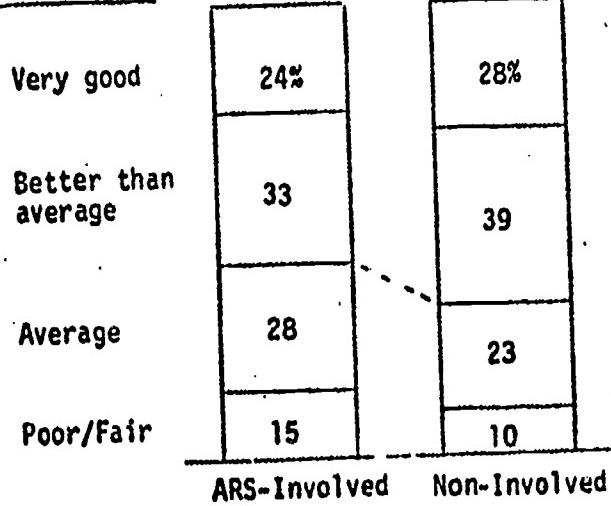
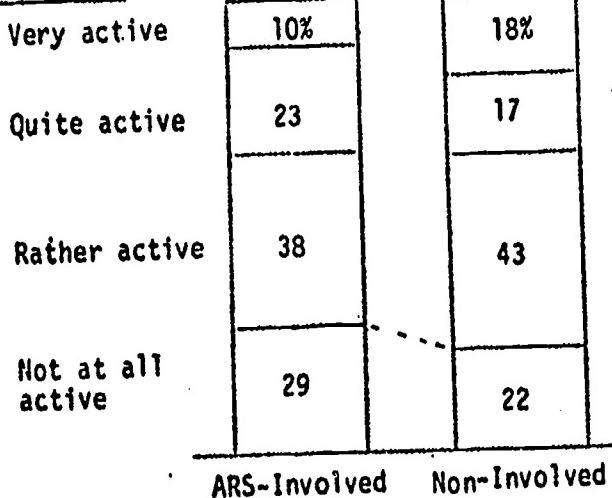
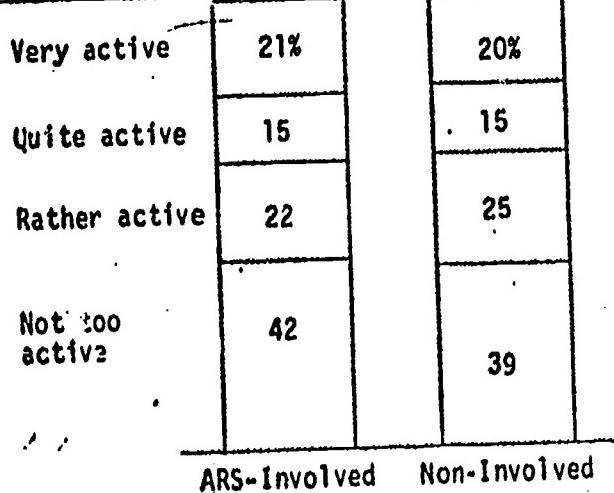
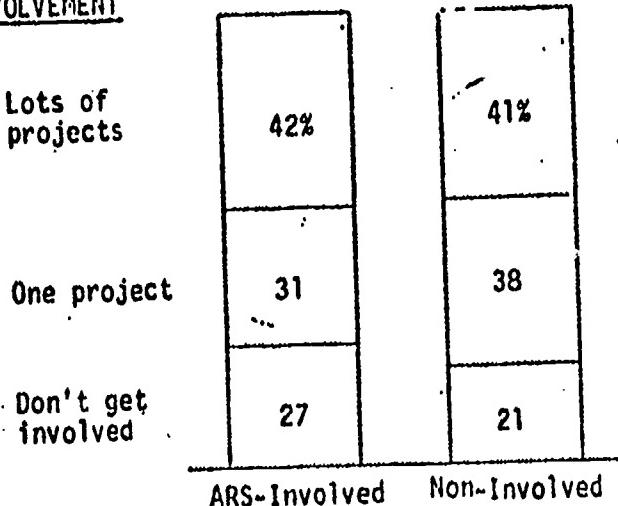


South

West

ARS-
INVOLVED NON-
INVOLVED

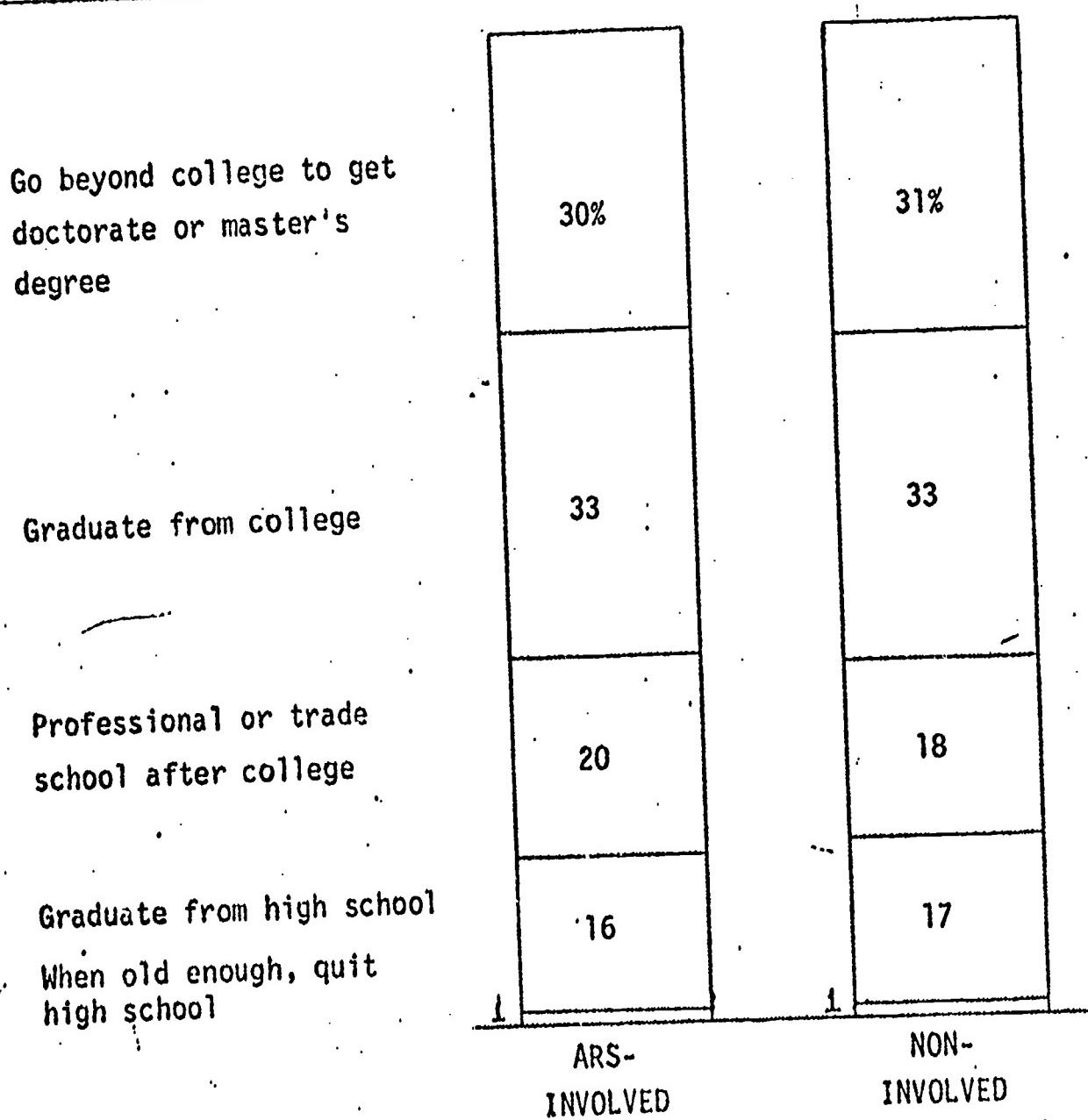
WHAT IS THE ARS-INVOLVED HIGH SCHOOL STUDENT'S SCHOOL AND SOCIAL INVOLVEMENT?
 (Base: High School Sample)

CURRENT GRADESHIGH SCHOOL ACTIVITY INVOLVEMENTSPORT ACTIVITY INVOLVEMENTSOCIAL ACTIVITY INVOLVEMENT

- Q. Which phrase best describes your school grades during this current year?
 Q. Which phrase best describes your involvement with school activities like clubs, newspapers, yearbooks, etc?
 Q. Which phrase best describes how active you were in school sponsored team sports?
 Q. Which phrase best describes how involved you are with activities outside of school?

WHAT ARE THE EDUCATIONAL ASPIRATIONS OF THE APS - INVOLVED
HIGH SCHOOL STUDENT?
(Base: High School Sample)

EDUCATIONAL ASPIRATIONS:



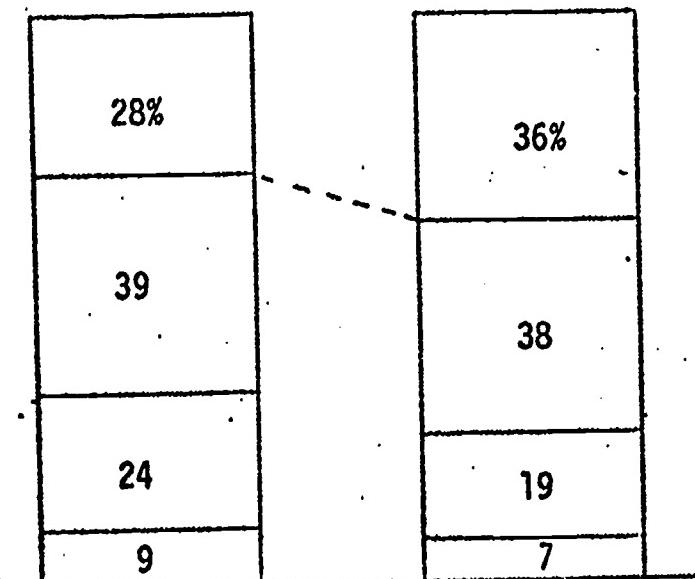
Q. Which phrase best describes the highest level you want to go on your schooling?

WHAT ARE SOME RELATIONAL CHARACTERISTICS OF THE
ARS-INVOLVED HIGH SCHOOL GROUP?

(Base: High School Sample)

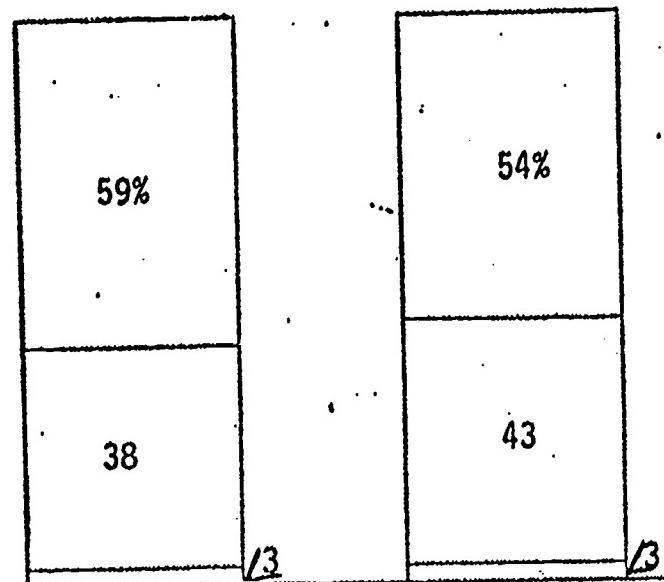
RATING OF FAMILY UNITY:

Very close



RATING OF SOCIAL LIFE:

Know a large circle
of acquaintances



Q. How would you describe your family?

Q. How would you best characterize your own social life?

21

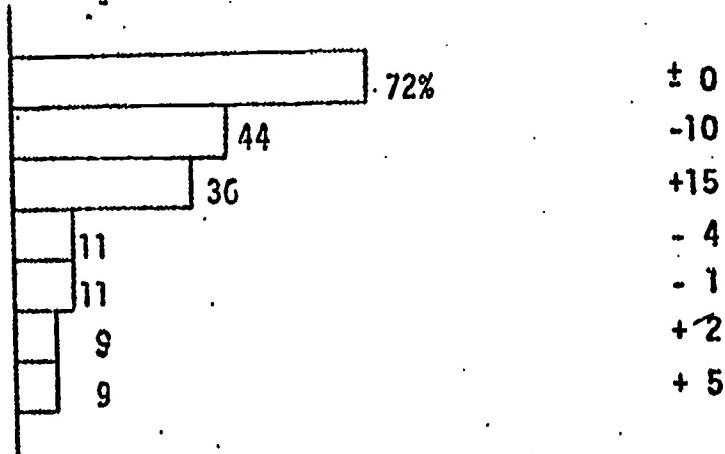
WHO ARE THE POTENTIAL INFLUENTIALS FOR THE ARS - INVOLVED
HIGH SCHOOL GROUP?
(Base: High School Sample)

COMPARED TO THE
ARS - INVOLVED,
THE NON-INVOLVED
ARE:

ARS - INVOLVED

POTENTIAL INFLUENTIALS:

Friend your own age
Brother or sister
Parents
Relative
Guidance Counselor
Teacher
Clergyman



- Q. If you had a personal problem that required confidential advice or assistance from another person, who would you be likely to turn to?

22

PSYCHOLOGICAL FACTOR STRUCTURE
HIGH SCHOOL

SOCIABILITY

- I spend a lot of time visiting friends.

AGGRESSION

- Stupidity makes me angry.
- I do not like to see anyone receive bad news.(R)

DOMINANCE

- I feel confident when directing the activity of others.
- I think it is better to be quiet than assertive.(R)

CAUTIOUSNESS

- I am careful about the things I do because I want to have a long and healthy life.
- I like the feeling of going fast.(R)

IMPULSIVITY

- I find that I sometimes forget to 'look before I leap'.
- Rarely, if ever, do I do anything reckless.(R)

SUPPORTIVENESS
OF FRIENDS

- I believe in giving friends lots of help and advice.
- If someone is in trouble, I try not to become involved.(R)

NEED FOR SOCIAL
RECOGNITION

- When I am doing something, I often worry about what other people will think.
- I will not go out of my way to behave in an approved way.(R)

ACCEPTANCE OF
SOCIAL ORDER

- I believe the society we live in is pretty good the way it is.
- I would make a lot of changes in the laws of this country if I could.(R)

RESPECT FOR LAW

- I obey the law even when I am convinced it is in need of change.
- If I can get away with it, I will break any law which I think is bad.(R)

HELPFULNESS TO
OTHERS

- I enjoy helping people even if I don't know them very well.
- I try to get out of helping other people if I can.(R)

(R) == Reversed for factor scoring.

SOCIAL ALIENATION

- Nowadays, a person has to live pretty much for today and let tomorrow take care of itself.
- It's hardly fair to bring children into the world with the way things look for the future.
- You sometimes can't help wondering whether anything is worthwhile.

HOPELESSNESS

- There are many people who don't know what to do with their lives.
- In a society where almost everyone is out for himself, people soon come to distrust each other.

NON-ININVOLVEMENT
WITH PEOPLE

- Letting your friends down is not so bad because you can't do good all the time for everybody.
- People would be a lot better off if they could live far away from other people & never have to do anything for them.

LIBERALISTIC

- Sexual behavior should be bound by mutual feelings, not by formal and legal ties.
- Police should not hesitate to use force to maintain order.(R)

FAMILY ALIENATION

- Sometimes I feel that my parents have no real understanding of what I want out of life.
- In dealing with my family, I do not believe that there really is a "generation gap".(R)

HOSTILITY

- I sometimes feel resentful when I don't get my own way.
- I can't help getting into arguments when people disagree with me.

AUTONOMY

- If I have a problem, I like to work it out alone.
- I usually try to share my problems with someone who can help me!(R)

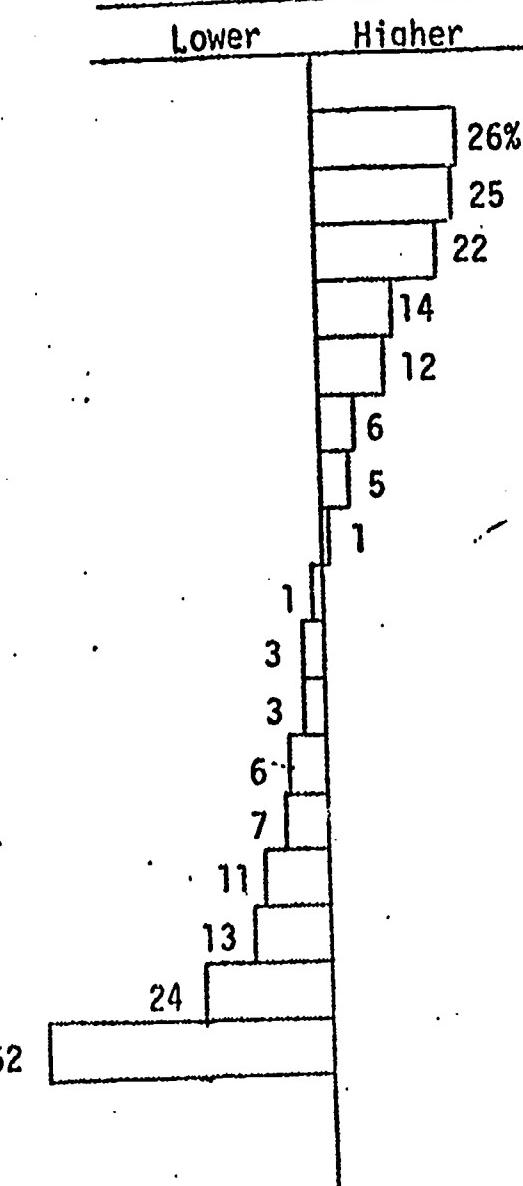
(R) = Reversed for factor scoring.

24

WHAT IS THE PERSONALITY/LIFE STYLE PORTRAIT OF THE ARS - INVOLVED
HIGH SCHOOL GROUP?
(Base: High School Sample)

COMPARED TO THE NON-
INVOLVED, THE ARS -
INVOLVED IS:

- Sociability
- Liberalistic
- Impulsivity
- Autonomy
- Aggression
- Non-Involvement with people
- Family alienation
- Hostility
- Social alienation
- Acceptance of social order
- Dominance
- Need for social recognition
- Hopelessness
- Supportiveness of friends
- Helpfulness to others
- Cautiousness
- Respect for law



THE PERSONALITY/LIFESTYLE PROFILE OF THE ARS-INVOLVED
HIGH SCHOOL GROUP

When compared with the Non-Involved group, those young people tend to be a good deal more social and group-oriented. They like to be with a group of their peers in most of their social activities. In terms of their social and civic attitudes, they are more likely to be liberal and permissive and feel that their current social environment is overly restrictive and authoritarian in its attitudes towards young people.

Their involvement in drinking tends to be very much of a social activity. It is actuated not so much by anti-social attitudes, but rather by their greater degree of impulsivity and desire to experiment with new experiences. Their willingness to do this is reinforced by their greater degree of self-confidence and ability to make their own decisions about what they want to do.

With regard to their likelihood of controlling the behavior of other members of their social group, these involved high school students display no tendency toward helping or supporting their friends. In this sense, the social group, in which they participate, is probably not very commitment-oriented and most of the students are reluctant to take the lead in attempting to influence the behavior of others. This is so even in situations which are risky from the standpoint of legal difficulties or actual personal danger to members of the group.

27

THE ARS-INVOLVED HIGH SCHOOL STUDENT

Alcohol Attitudes

28

WHAT ARE THE ALCOHOL RELATED-ATTITUDES OF THE ARS-INVOLVED HIGH SCHOOL GROUP?

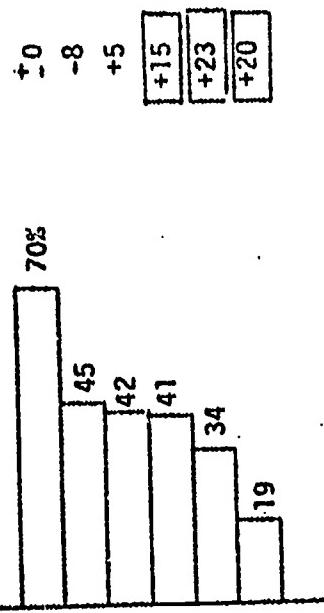
(Base: High School Sample)

- % RATING "STRONGLY" OR "SOMEWHAT" AGREE -

**ARS ADULT
ALCOHOL AND THE TEENAGER ATTITUDES**

- | ARS ADULT % | ALCOHOL AND THE TEENAGER ATTITUDES | AGREE % |
|-------------|--|---------|
| 88 | It is the parent's responsibility to explain the use of alcoholic beverages. | 45 |
| 37 | Parents should be more concerned about alcohol than marijuana. | 42 |
| 61 | Parents should not be tolerant if their teens drink too much. | 41 |
| 56 | TV ads of beer and wine makes drinking attractive to teenagers. | 34 |
| 56 | Parents should discourage their teens from drinking. | 19 |
| 29 | Teenagers should not be allowed to drink in their own homes. | |

**ARS INVOLVED
ALCOHOL AND THE TEENAGER ATTITUDES**



COMPARED TO THE ARS-INVOLVED, THE NON-INVOLVED IS:

ALCOHOL AND THE PERSON ATTITUDES

- | ARS ADULT % | ALCOHOL AND THE PERSON ATTITUDES | AGREE % |
|-------------|---|---------|
| 50 | There is no way to stop people who want to drink. | 44% |
| 47 | Most people who drink do so to socialize better. | 44% |
| 32 | Most people who drink do so to get high. | 40 |
| 45 | Most people can control their drinking. | 36 |
| 34 | Alcoholic beverages are a stimulant. | 35 |
| 32 | Most people who drink do so only to feel relaxed. | 30 |
| 30 | People who drink are morally weak. | 30 |

18

-1

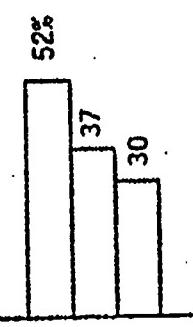
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-2

-4

-6

+15



22

+8

+20

28

ALCOHOL AND THE SOCIAL SCENE ATTITUDES

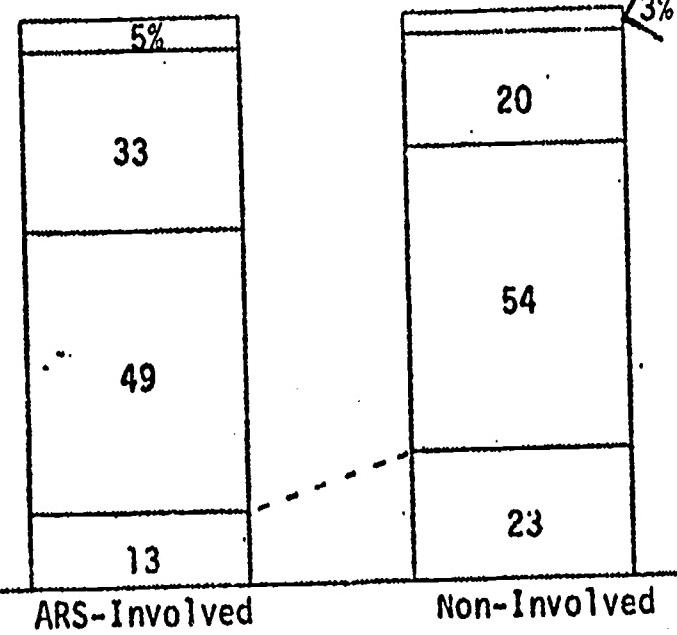
- | ARS ADULT % | ALCOHOL AND THE SOCIAL SCENE ATTITUDES | AGREE % |
|-------------|--|---------|
| 46 | Alcoholic beverages are a very important part of most parties. | 52% |
| 47 | TV over-emphasizes the social uses of alcoholic beverages. | 37 |
| 35 | A good host/hostess does not necessarily provide alcohol. | 30 |

WHAT ARE THE PARENTAL DRINKING PATTERNS OF THE
ARS-INVOLVED HIGH SCHOOL GROUP?

(Base: High School Samples)

FATHER'S DRINKING PATTERNS

Heavy Drinker



Doesn't drink at all

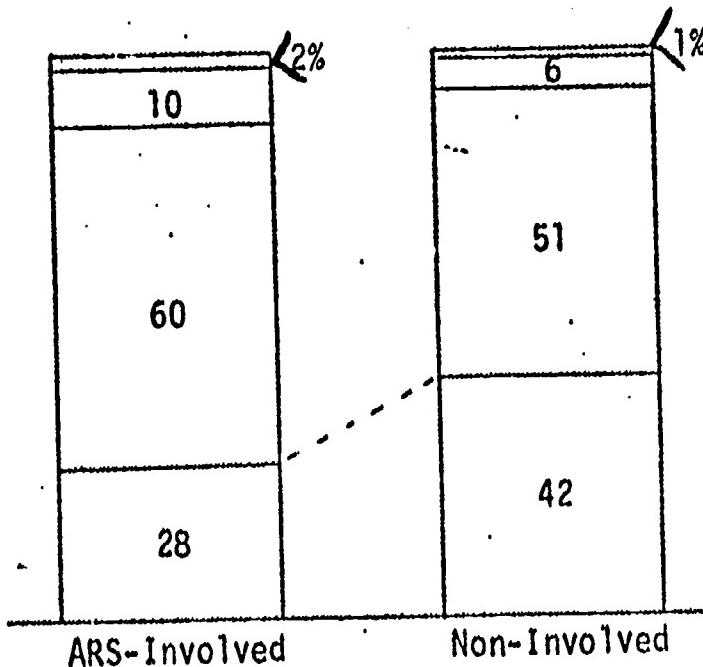
MOTHER'S DRINKING PATTERNS

Heavy Drinker

Medium Drinker

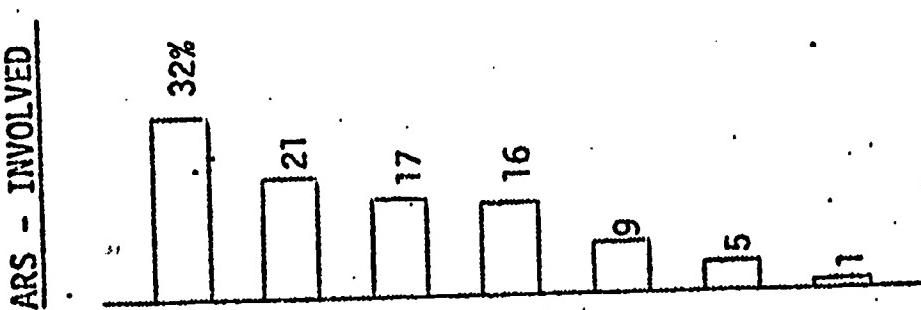
Light Drinker

Doesn't drink at all



WHAT ARE THE PARENTAL ATTITUDES TOWARDS THE USE OF ALCOHOLIC BEVERAGES
FOR THE ARS - INVOLVED HIGH SCHOOL GROUP?
(Base: High School Sample)

COMPARED TO THE ARS-
INVOLVED, THE NON-
INVOLVED IS:



BEST DESCRIBES PARENTAL ATTITUDES:

- 32 They don't object in certain circumstances
21 They prefer that I not drink
17 Opposed to my ever drinking
16 Discourage drinking until a certain age
9 Haven't discussed the subject
5 Don't object on any circumstances
1 Don't care one way or the other

- The ARS-Involved group is not a fringe element of the youth group but draws from all age, class, and student types.
 - somewhat older, yet 25% are fifteen years old or younger.
 - slightly more male, yet fully four in ten are females.
 - they report the entire range of grades, activities. involvement as the Non-Involved.
 - as with the non-involved, peers are the influencer environment.

HIGHLIGHTS
MARKET DEFINITION SIZE AND NATURE

- Using alcohol in the unsupervised peer social occasion is a large and pervasive experience of the current high school population.
- There is a group within this total population that is large (50% of all high school students) and frequently (once a month or more) involved in the alcohol related situation which is a peer and unsupervised occasion. This group, which we call the ARS-Involved, accounts for almost all of these peer/unsupervised occasions reported by the sample.

- The ARS-Involved group while in the mainstream of youth sample characteristics are high differentiated from the Non-Involved students by their personality profile.
 - the ARS-Involved are more likely to be surrounded by a crowd, which forms the setting for social and new experiences.
 - formality, authority, rules and regulations are generally to be tested or ignored.
 - relationships are formed with many people but not at any depth or level of commitment.
 - impulse and not caution is the rule.

These strong personality differences indicate the opportunity to communicate directly to the ARS-Involved group rather than youth in general.

In general, the alcohol attitudes of the ARS-Involved can be described as more "pro" drinking than the Non-Involved. They have very positive feelings about teen drinking and the social utility of alcohol. This is understandable in the context of their parents' own use of alcohol which is considerably greater than the Non-Involved group.

35

THE ARS-INVOLVED HIGH SCHOOL STUDENT

Drinking Behavior

36

HOW FREQUENTLY DOES THE ARS-INVOLVED HIGH SCHOOL STUDENT DRINK ALCOHOLIC BEVERAGES?

(Base: High School Sample)

DRINKING FREQUENCY

Two or more days a week

26%

4%

One day a week

19

8

Once every two weeks

24

9

Less than once every two weeks

25

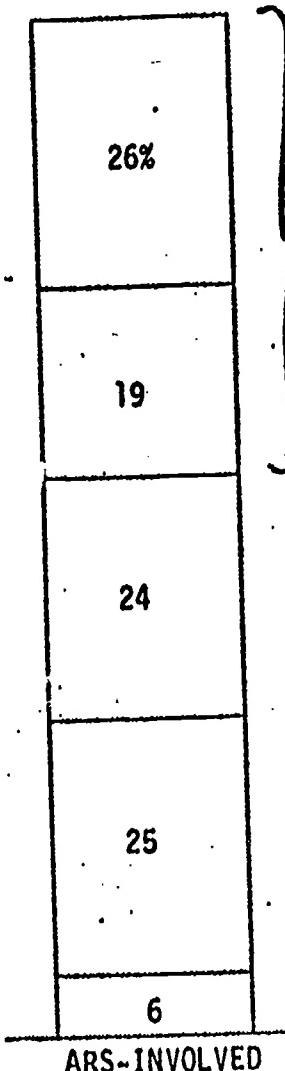
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Don't drink

6

34

NON-INVOLVED



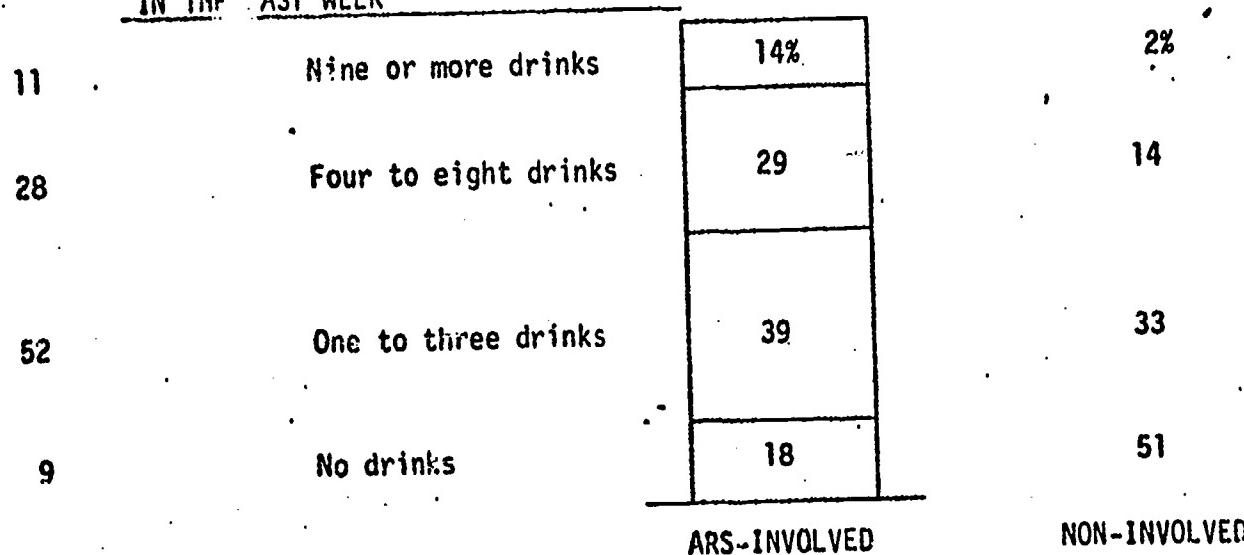
Q. Which phrase best describes how often you drink any type of alcoholic beverage?

WHAT INDICATIONS OF DRINKING VOLUME AND DRUNKENNESS DO WE HAVE ON THE
ARS-INVOLVED HIGH SCHOOL STUDENTS?

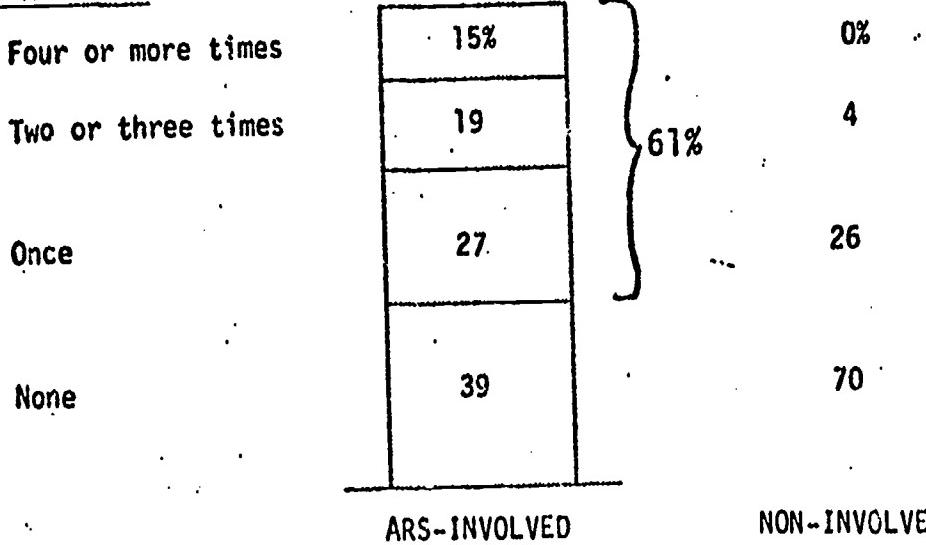
(Base: High School Sample Who Drink)

ARS
ADULTS
%

MOST NUMBER OF DRINKS ON ANY ONE DAY
IN THE LAST WEEK



NUMBER OF TIMES DRUNK
IN THE PAST MONTH



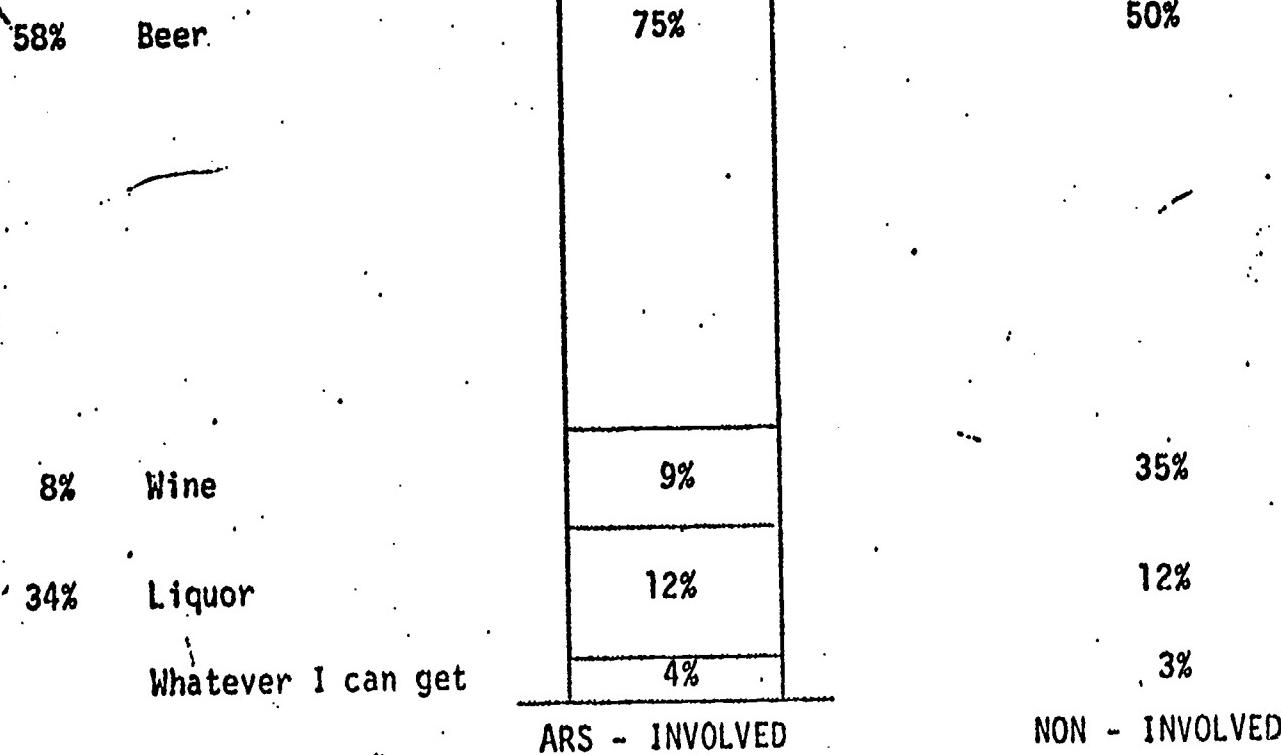
- Q. During the past week (last 7 days), what was the most you had to drink on . . . one day
 Q. How many times during the past month have you considered yourself pretty drunk?

WHICH TYPE OF ALCOHOLIC BEVERAGE IS DRUNK MOST OFTEN BY THE
 ARS - INVOLVED HIGH SCHOOL GROUP?
 (Base: High School Sample who drink)

ARS ADULT

%

TYPE OF ALCOHOLIC
 BEVERAGE DRUNK
MOST OFTEN:



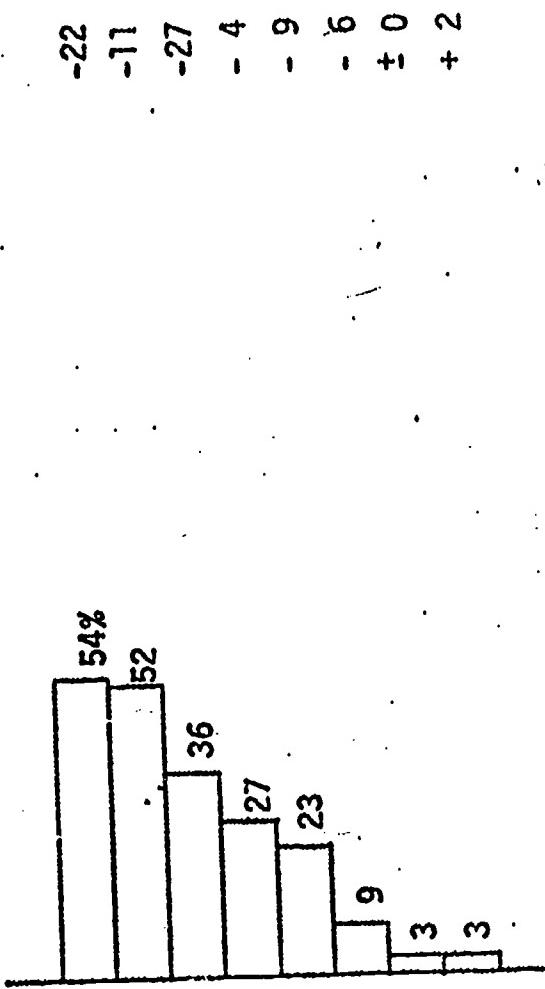
Q. Which of these alcoholic beverage do you drink most often?

WHAT REASONS DOES THE ARS - INVOLVED HIGH SCHOOL GROUP GIVE FOR DRINKING ALCOHOLIC BEVERAGES?

(Base: High School Sample Who Drink)

COMPARED TO THE ARS-INVOLVED, THE NON-INVOLVED IS:

ARS - INVOLVED



- It helps me celebrate and have fun
- I like the taste
- I like the feeling of getting high
- Because my friends drink
- It makes me feel better about things
- I feel more sure of myself
- Because my parents don't want me to
- I can dance better

Q. Which reasons best describe why you drink alcoholic beverages? (CIRCLE AS MANY AS APPLY)

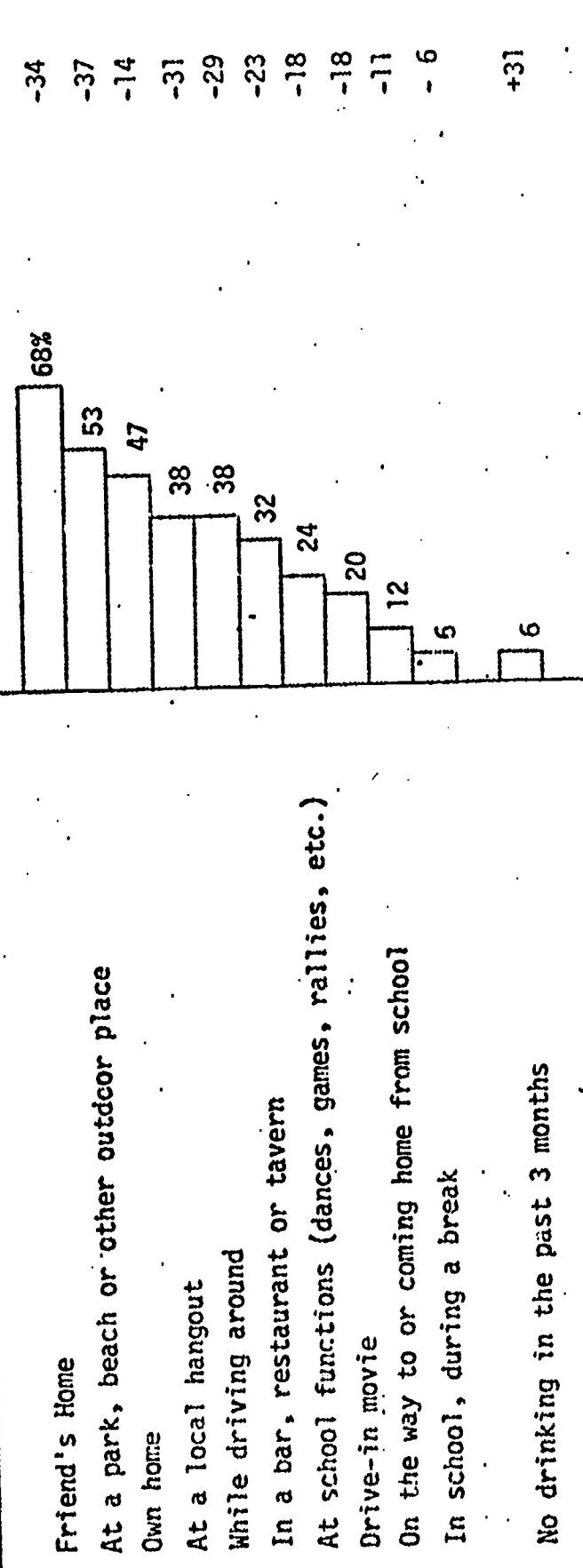
AT WHAT LOCATIONS DOES THE ARS - INVOLVED HIGH SCHOOL STUDENT DRINK?
 (Base: High School Sample Who Drink)

COMPARED TO THE ARS-
 INVOLVED, THE NON-
 INVOLVED IS:

ARS - INVOLVED

%

PAST 3 MONTH LOCATIONS



Q. Please circle any of the places you have drunk alcoholic beverages in the past three months.

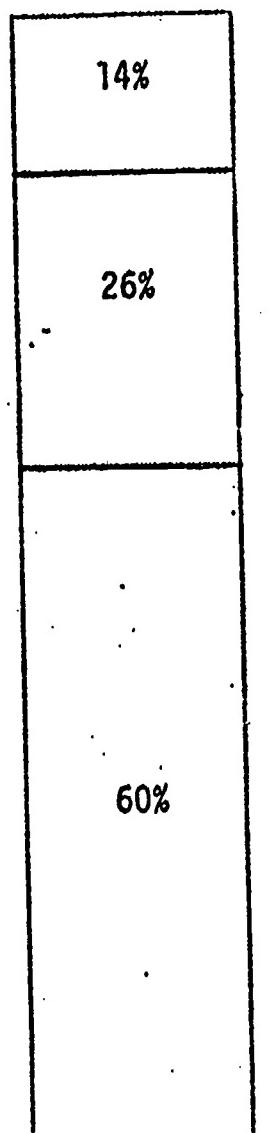
40

35

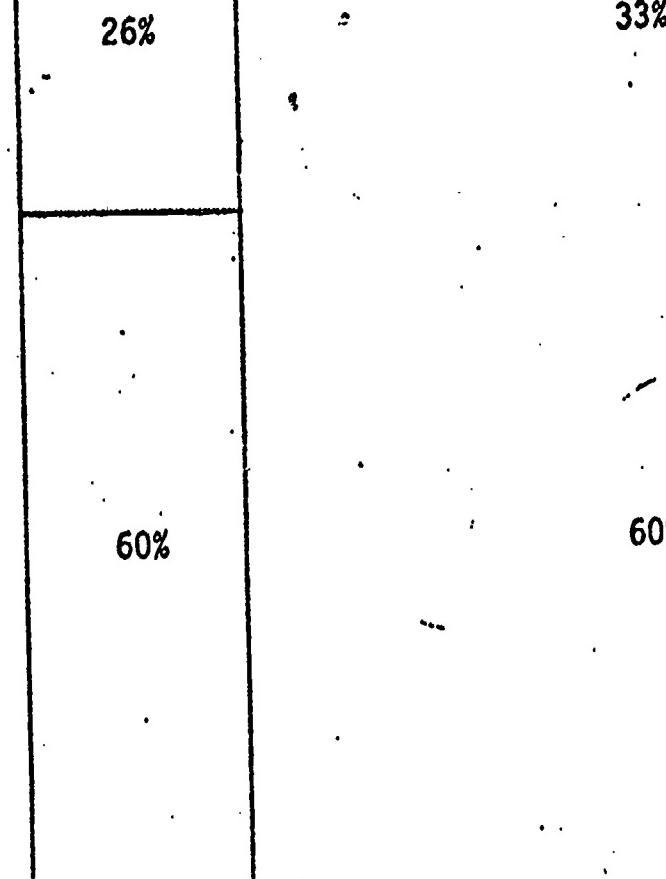
WHAT DOES THE ARS - INVOLVED GROUP SEE AS THE SOURCE OF
 ALCOHOLIC BEVERAGES FOR MINORS?
 (Base: High School Sample)

WHEN DRINKING OUTSIDE THEIR
 OWN HOME, SOURCE OF
 ALCOHOLIC BEVERAGES

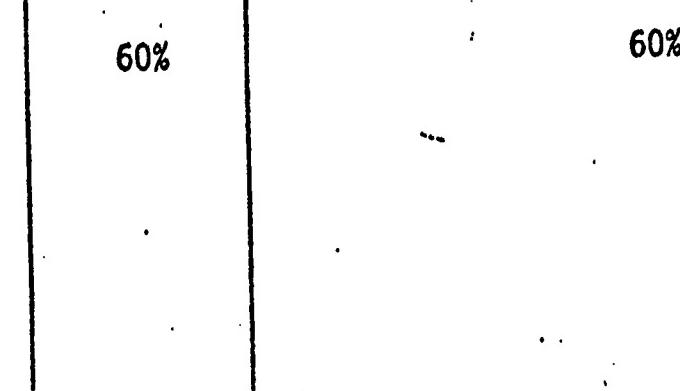
Buy it themselves



Take it from their homes



Have legal age friends
 buy it



NON - INVOLVED

- Q. When drinking outside their own home, where do the under-aged persons that you know get their alcoholic beverages?

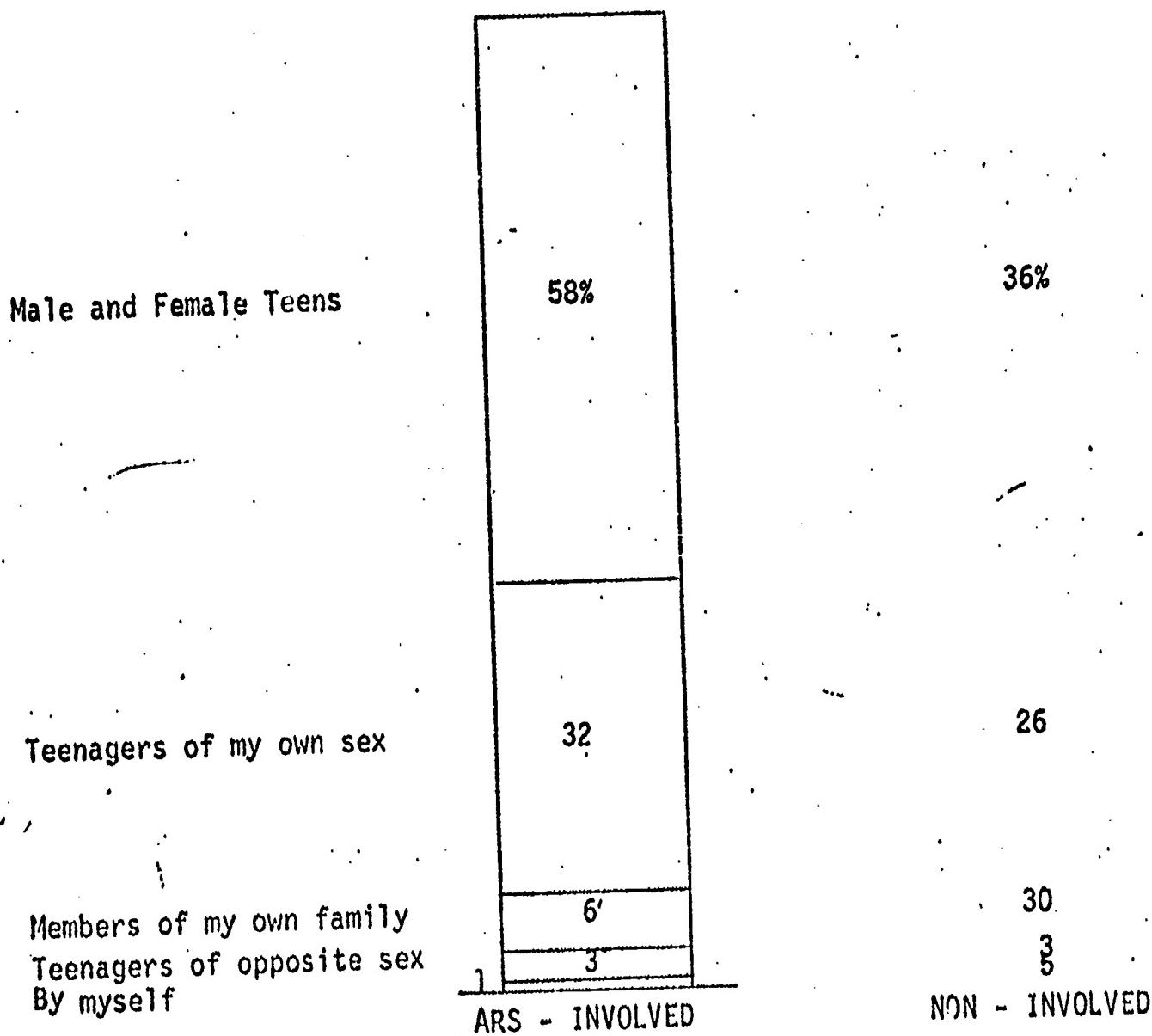
42

Peer Drinking

43

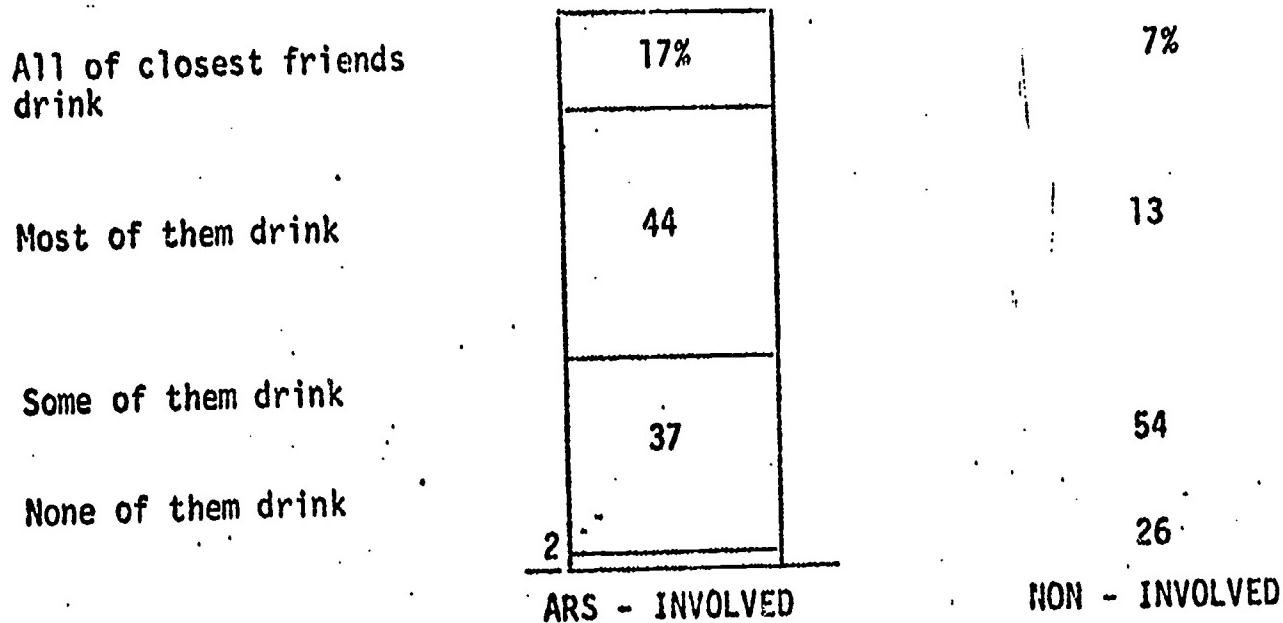
WHO ARE THE DRINKING COMPANIONS OF ARS - INVOLVED HIGH SCHOOL GROUP?
(Base: High School Sample)

MOST FREQUENT DRINKING COMPANIONS

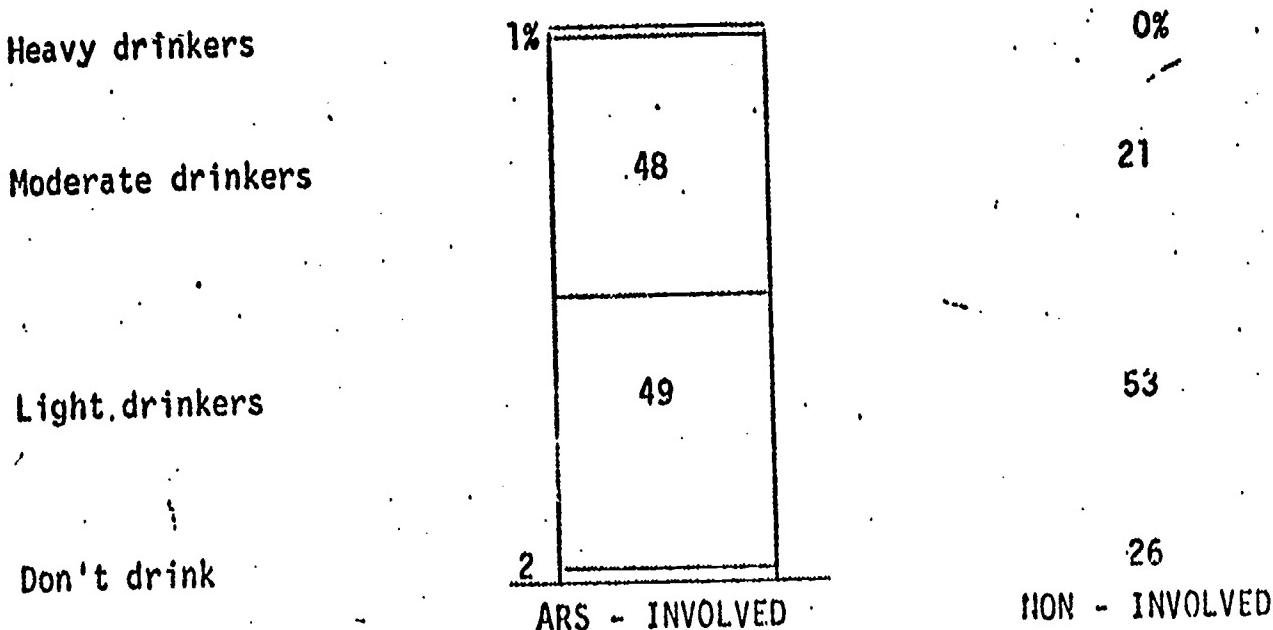


WHAT IS THE PEER DRINKING BEHAVIOR OF THE ARS - INVOLVED HIGH SCHOOL GROUP?
 (Base: High School Sample)

DRINKING BEHAVIOR OF PEER GROUP



TYPE OF DRINKER IN PEER GROUP



Q. Which phrase best describes your closest friends?

Q. Which phrase describes the drinking frequency of your closest friends?

45

THE ARS-INVOLVED HIGH SCHOOL STUDENT

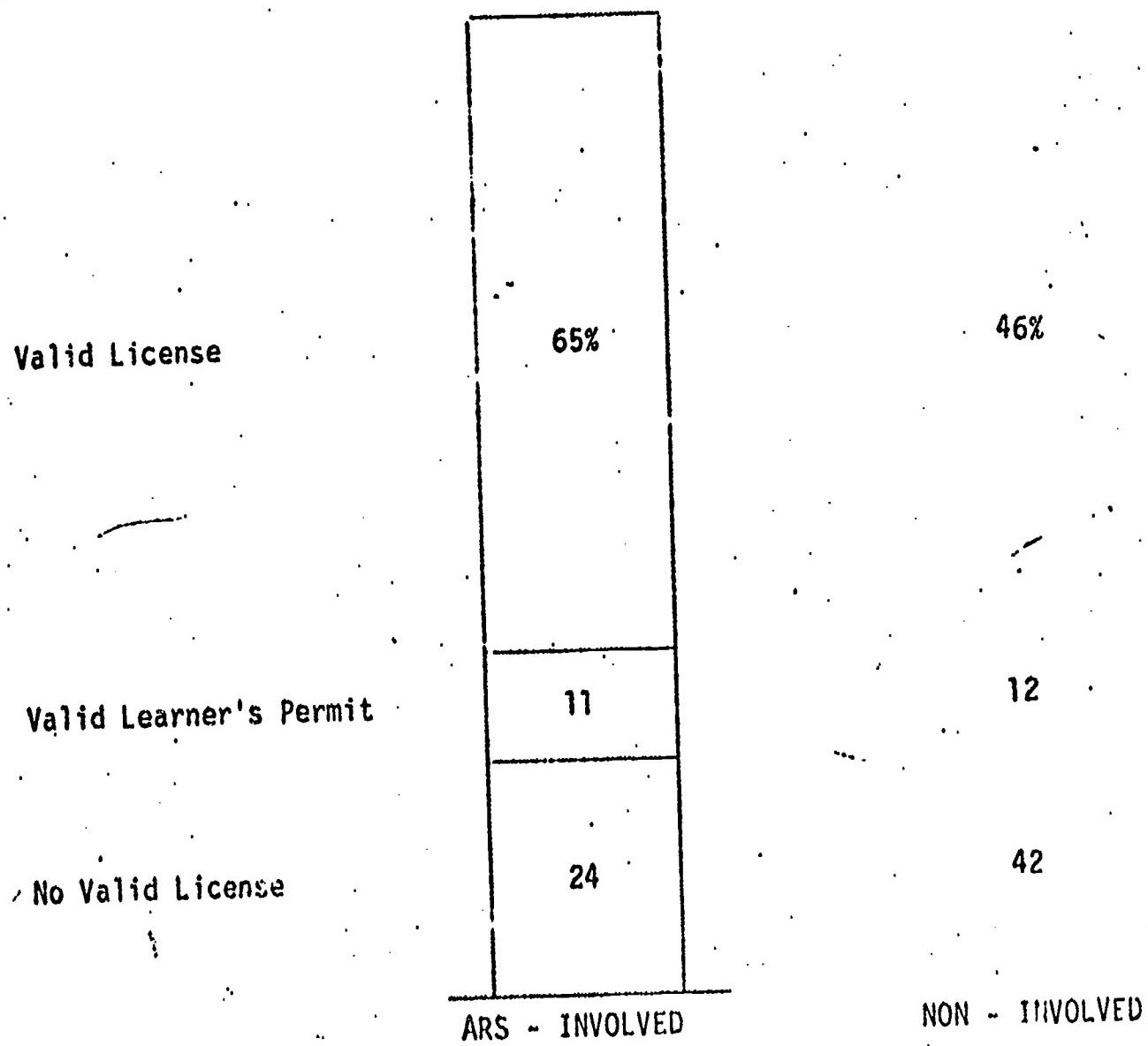
Driving Behavior

46

46

WHAT PROPORTION OF THE ARS - INVOLVED HIGH SCHOOL STUDENTS
HAVE A DRIVER'S LICENSE?
(Base: High School Sample)

CURRENT LICENSE STATUS:

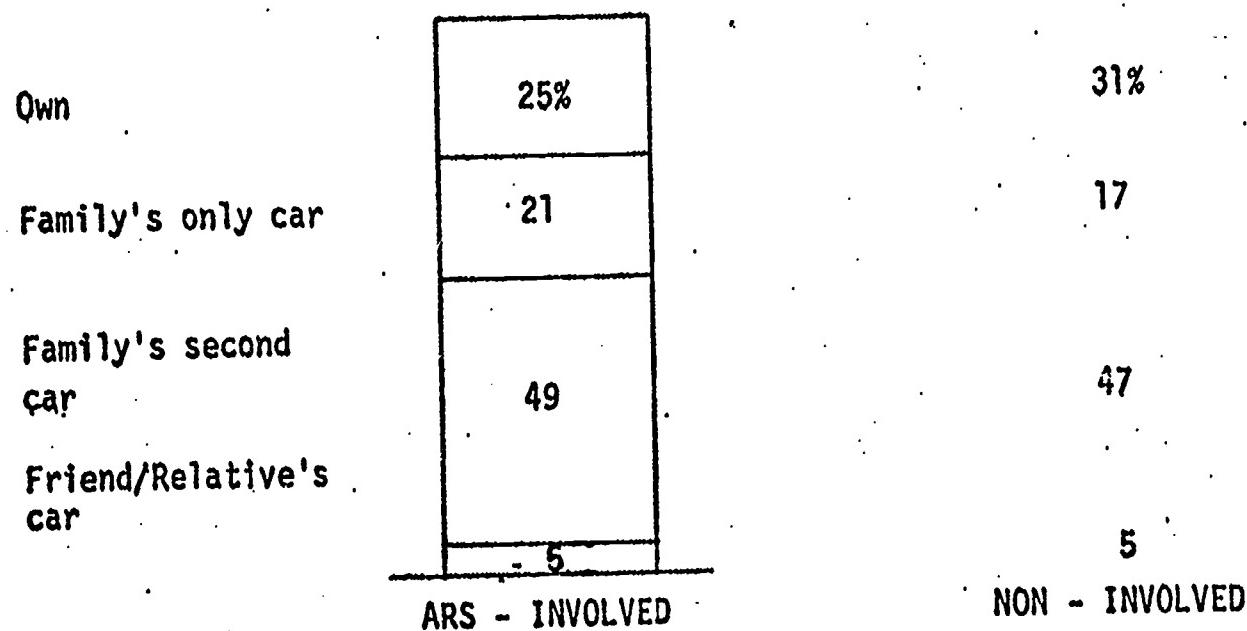


Q. What is the present status of your driver's license?

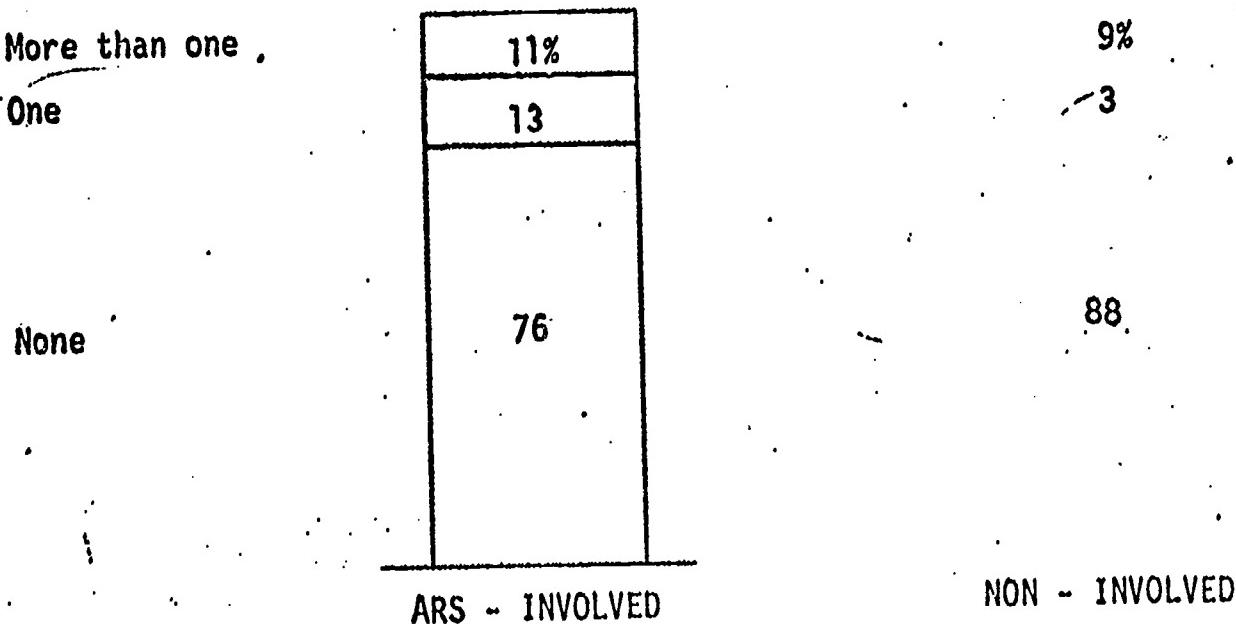
WHAT IS THE CAR USE AND VIOLATION EXPERIENCE OF THE ARS - INVOLVED
HIGH SCHOOL GROUP?

(Base: High School Sample who drive)

CAR RESPONDENT DRIVEN MOST FREQUENTLY



MOVING TRAFFIC VIOLATIONS



- Q. Which number best describes the car you drive most frequently?
- Q. Not counting parking violations, how many tickets for moving traffic violations have you ever had?

HIGHLIGHTS
MARKET DEFINITION
DRINKING/DRIVING BEHAVIOR

- The ARS-Involved high school student is not only in the alcohol related situation but is also a frequent user (and abuser) of alcoholic beverages.
 - 43% report that they drink with a frequency of once a week or more.
 - on "most drinks in any one day in the past week" they report the same volume as ARS-adults (around 40% having 4 or more drinks).
 - 61% of this group report they were drunk one or more times in the past month.

- Even more than adults, beer is the most popular beverage by far, with 75% of the ARS-Involved youth group saying it is the beverage they drink most often.
- An aid to celebration/fun, taste and the feeling of getting high are the major reasons for the use of alcohol among the ARS-Involved.

- The drinking locations reported by the ARS-Involved underline both the lack of adult supervision and the use of the car in the midst of their drinking occasions.
 - .. while friends or own home are frequent locations, over a third indicated they drink while driving around or drink at the local hangout. Drive-ins also account for a fifth of the locations for drinking.
- The source of alcoholic beverages for minors is reportedly legal age friends or taken from home.
- Peers are the most frequent drinking companions by far. Over half report they most frequently drink with male and female peers with an additional 32% naming peer of their own sex as the most frequent companions. As we would expect, these Involved individuals tend to associate with other teens who drink.

- About two thirds of the ARS-Involved group hold a valid driver's license or permit. For 70% of them the car they drive most frequently belongs to the family.
- 24% of this group who drive have had a moving traffic violation of some sort.

52

II. STRATEGIC PROBLEM

- Knowledgeability
- Willingness to Act

53

53

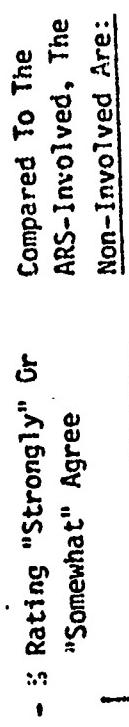
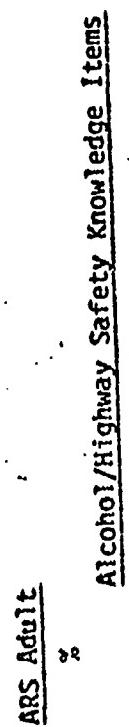
Knowledgeability

54

WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE ITEMS THAT RELATE TO THE
ACTUAL EXPERIENCES OF THE ARS-INVOLVED HIGH SCHOOL GROUP?

(Base: High School Sample)

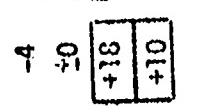
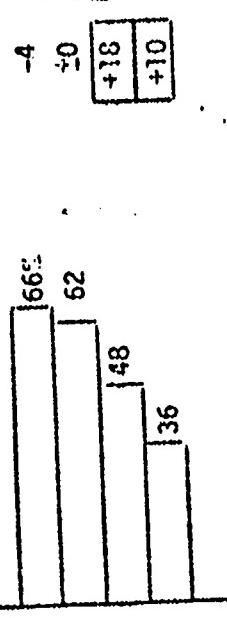
ARS-INVOLVED



- 80 Out of every ten traffic deaths, five are caused by drinking drivers
- 79 The only way to tell if a person is legally drunk is by the amount of alcohol in the blood
- 55 Problem drinkers cause more fatal accidents than social drinkers

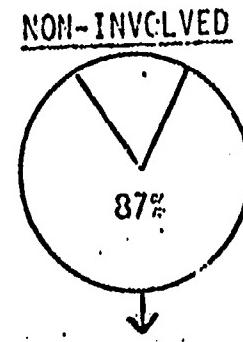
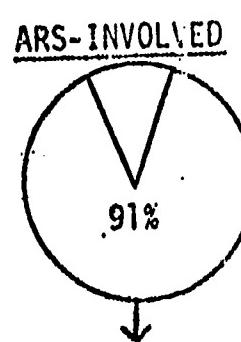
Alcohol/Highway Safety Attitudes

- 70 A person who is drunk cannot compensate for it when he drives
- 70 In a fatal drunk driving accident the drunk is usually not the one killed
- 68 People should support strict laws against drunk driving even if it means higher taxes
- 39 It is dangerous to drive a car after only one or two drinks



DOES THE ARS-INVOLVED HIGH SCHOOL SAMPLE KNOW ABOUT PENALTIES FOR THE SALE OF ALCOHOLIC BEVERAGES TO PEOPLE UNDER THE LEGAL DRINKING AGE?
(Base: High School Sample)

AWARE OF PENALTIES FOR
SALE TO MINORS



PENALTIES (major verbatim responses)

Temporary/Permanent loss of license to sell	67%	52%
Store/Bar/Company fined	39	36
Owner can be jailed	14	23
Store/Bar can be closed	7	6
Don't Know	11	14

DOES THE ARS-INVOLVED HIGH SCHOOL GROUP HAVE KNOWLEDGE AND EXPERIENCE OF
 THE ALCOHOLIC BEVERAGE POSSESSION LAWS?
 (Base: High School Sample)

AWARE THAT THERE ARE
 POSSESSION LAWS

Yes
 No
 Don't Know

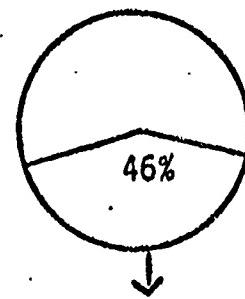
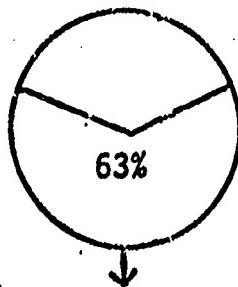
ARS-INVOLVED

73%
 12
 15

NON-INVOLVED

70%
 11
 19

KNOW SOMEONE STOPPED BY THE POLICE
 FOR POSSESSION OF ALCOHOLIC BEVERAGES



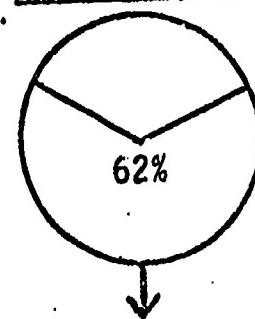
CONSEQUENCES OF BEING STOPPED (major verbatim responses)

Warned by the police	29	32
Police called parents	19	19
Fined	15	17
Arrested by police	10	10
Jailed	6	7
Nothing	11	7

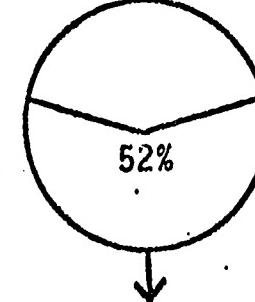
DOES THE ARS-INVOLVED HIGH SCHOOL GROUP KNOW WHAT THE CONSEQUENCES ARE
FOR CONVICTION OF DRIVING WHILE UNDER THE INFLUENCE?
(Base: High School Sample)

HAVE KNOWLEDGE OF LEGAL OR OTHER
CONSEQUENCES OF DWI

ARS-INVOLVED



NON-INVOLVED



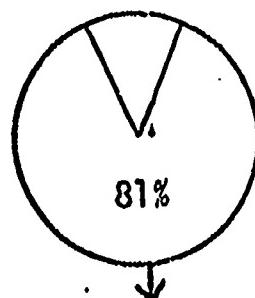
CONSEQUENCES OF DWI (major verbatim responses)

License lost/Suspended/Revoked	73%	72%
Driver is fined	58	50
Jail sentence	40	39
Mark on license	14	9
Severe penalties after first offense	11	12
Probation	7	10

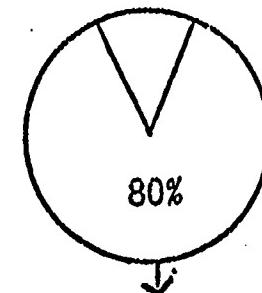
DOES THE ARS-INVOLVED HIGH SCHOOL GROUP KNOW WHAT
BLOOD ALCOHOL CONCENTRATION MEANS?
(Base: High School Sample)

HAVE HEARD OF THE TERM "BAC"

ARS-INVOLVED



NON-INVOLVED



MEANING OF THE TERM (verbatim response)

Mentions of Amount/Quantity/% of Alcohol
in the Blood

78%

74%

21

18

Mentions of Measure of Intoxication

4

5

Other

1

3

Don't Know

DOES YOUR STATE HAVE A LAW BASED ON BAC

Yes	64%	54%
No	1	2
Don't Know	16	25

WHAT IS THE MINIMUM LEVEL BAC IN YOUR STATE (Base: "Yes" to above)

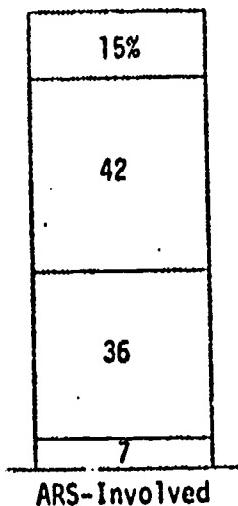
Any trace	4%	3%
.05	28	27
.08	20	21
.10	21	22
.12	10	13
.15	13	5
.30	1	--
Don't Know	3	9

HOW MANY DRINKS DOES THE ARS-INVOLVED HIGH SCHOOL GROUP BELIEVE A TEENAGER CAN CONSUME AND REMAIN UNDER THE LEGAL BAC LIMIT?

(Base: High School Sample)

NUMBER OF CANS OF BEER
IN A TWO HOUR PERIOD

Eight or more cans



14%

40

36

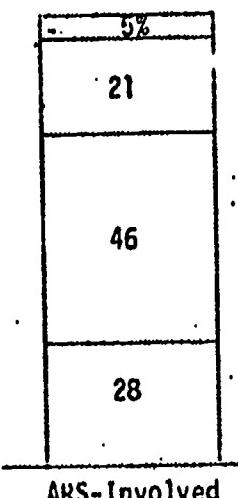
10
Non-Involved

Five to seven cans

One or two cans

NUMBER OF DRINKS OF LIQUOR
IN A TWO HOUR PERIOD

Eight or more drinks



6%

23

45

26

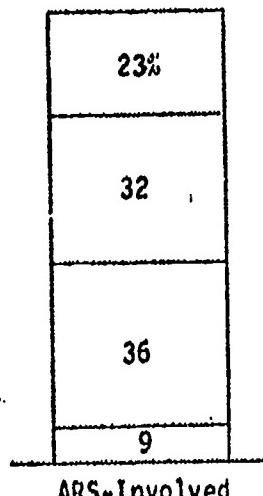
Non-Involved

Three or four drinks

One or two drinks

NUMBER OF DRINKS OF WINE
IN A TWO HOUR PERIOD

Eight or more drinks



17%

34

37

12

Non-Involved

Five to seven drinks

Three or four drinks

One or two drinks

- WHAT ARE THE MISPERCEPTIONS HELD BY THE ARS-INVOLVED GROUP?

(Base: High School Sample)

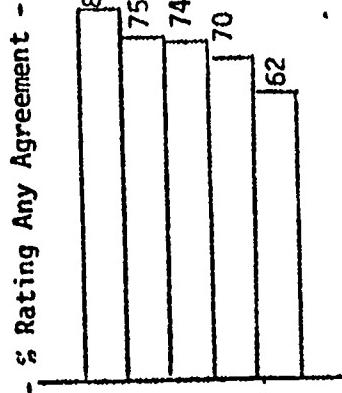
Compared To The
ARS-Involved, the
Non-Involved Is:

ARS-INVOLVED

ARS Adult

Misperceptions On Causes/Solutions Of Impairment

- | Misperception | ARS Adult % | ARS Involved % |
|--|-------------|----------------|
| Mixing different kinds of drinks can increase the effect of alcohol | 80 | 81% |
| A drink of wine is less intoxicating than an average drink of liquor | 65 | 75 |
| A can of beer is less intoxicating than an average drink of liquor | 70 | 74 |
| A cold shower can help sober up a person | 68 | 70 |
| Drinking black coffee can help sober up a person | 52 | 62 |



ARS-INVOLVED

Non-Involved Is:

Compared To The
ARS-Involved, the
Non-Involved Is:

60

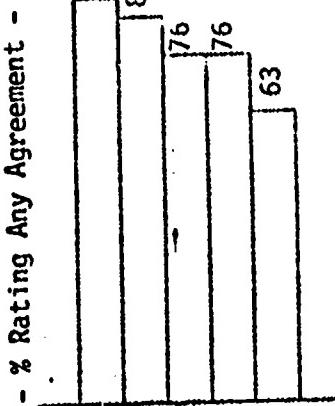
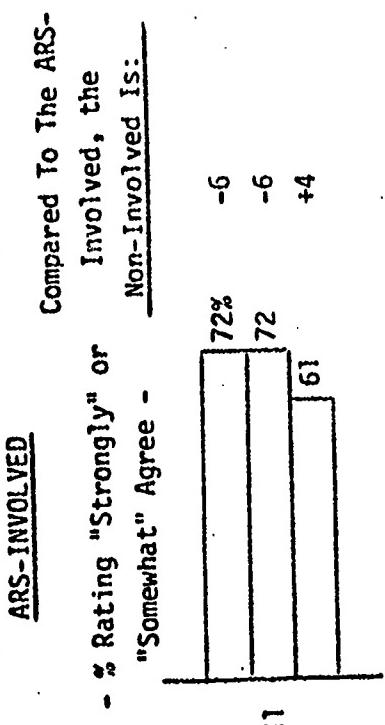
61

Willingness to Act

62

WHAT ARE THE ALCOHOL ATTITUDES AND KNOWLEDGE ITEMS THAT RELATE TO
THE ACTUAL EXPERIENCES OF THE ARS-INVOLVED HIGH SCHOOL GROUP?

(Base: High School Sample)



Perceived Causes Of Impairment

- 95 Alcohol will affect a person faster if he's under medication +1
- 93 A person drinking on an empty stomach will get drunk faster +2
- 81 A person's mood helps determine how they are affected by alcohol -3
- 75 A person who is used to drinking can drink more -6
- 45 A small person will get drunk faster than a large person -3

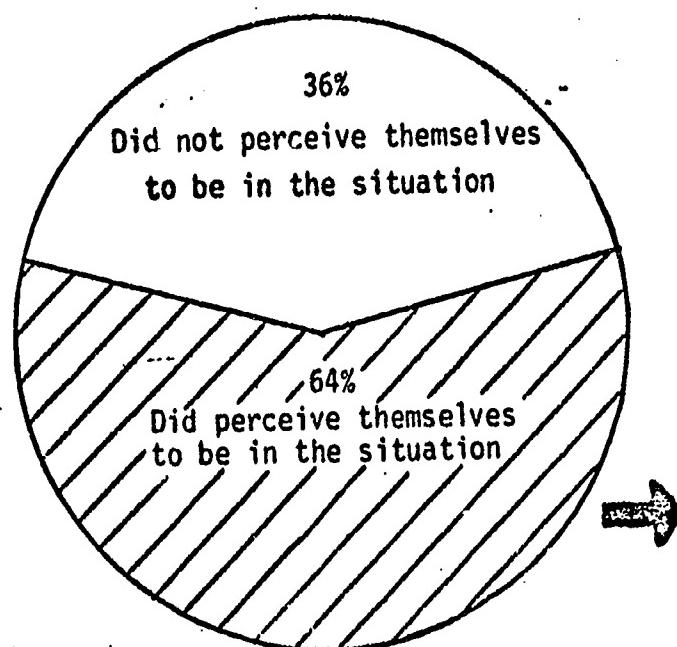
63

56

WHAT PROPORTION OF THE ARS-INVOLVED HIGH SCHOOL GROUP WAS
IN THE ACTUAL SITUATION WHERE THEY PERCEIVED
A POTENTIAL DWI DRIVER?

(Base: ARS-Involved High School Sample)

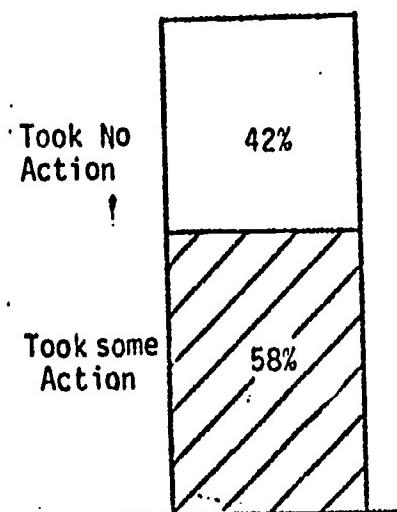
PAST YEAR IN A POTENTIAL DWI SITUATION



57

43

WHEN PERCEIVED, DID OR
DID NOT TAKE ACTION



26

74

= Adult ARS-Involved Percent

64

**WHAT IS THE ALCOHOL/DRIVING EXPERIENCE OF THE
ARS-INVOLVED HIGH SCHOOL GROUP?**

(Base: High School Sample)

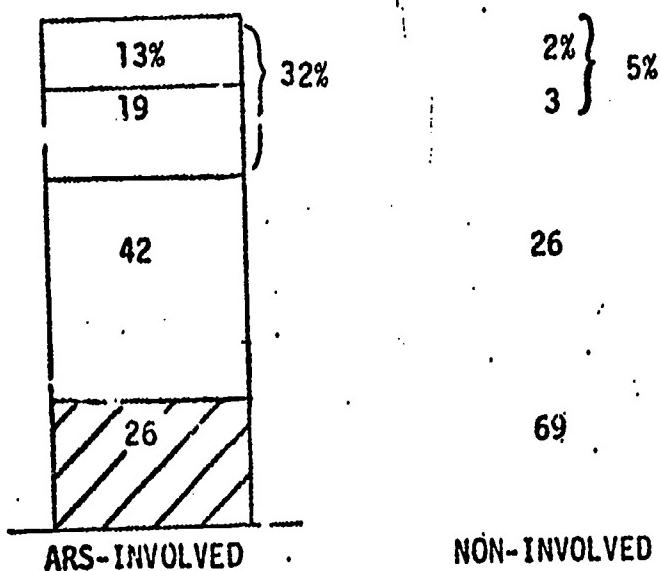
Frequency, in a car where
driver was drinking quite heavily:

Once a week or more

Once every 2 weeks/once a month

Less than once a month

Never

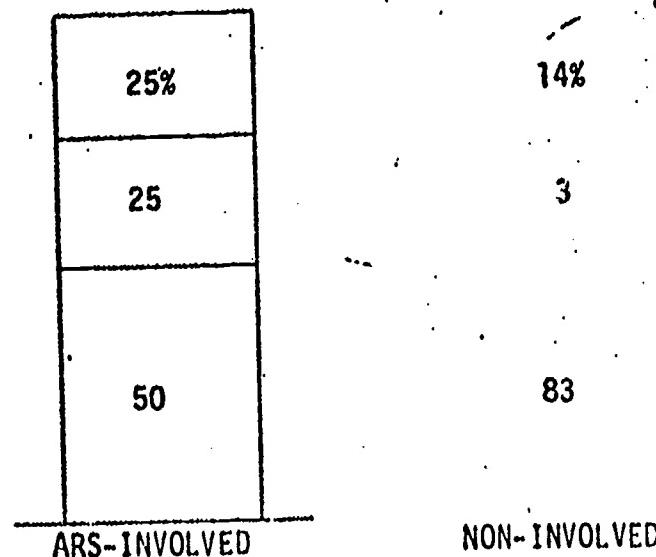


Number of times respondent drove
drunk (driver's only):

Three or more times

Once or twice

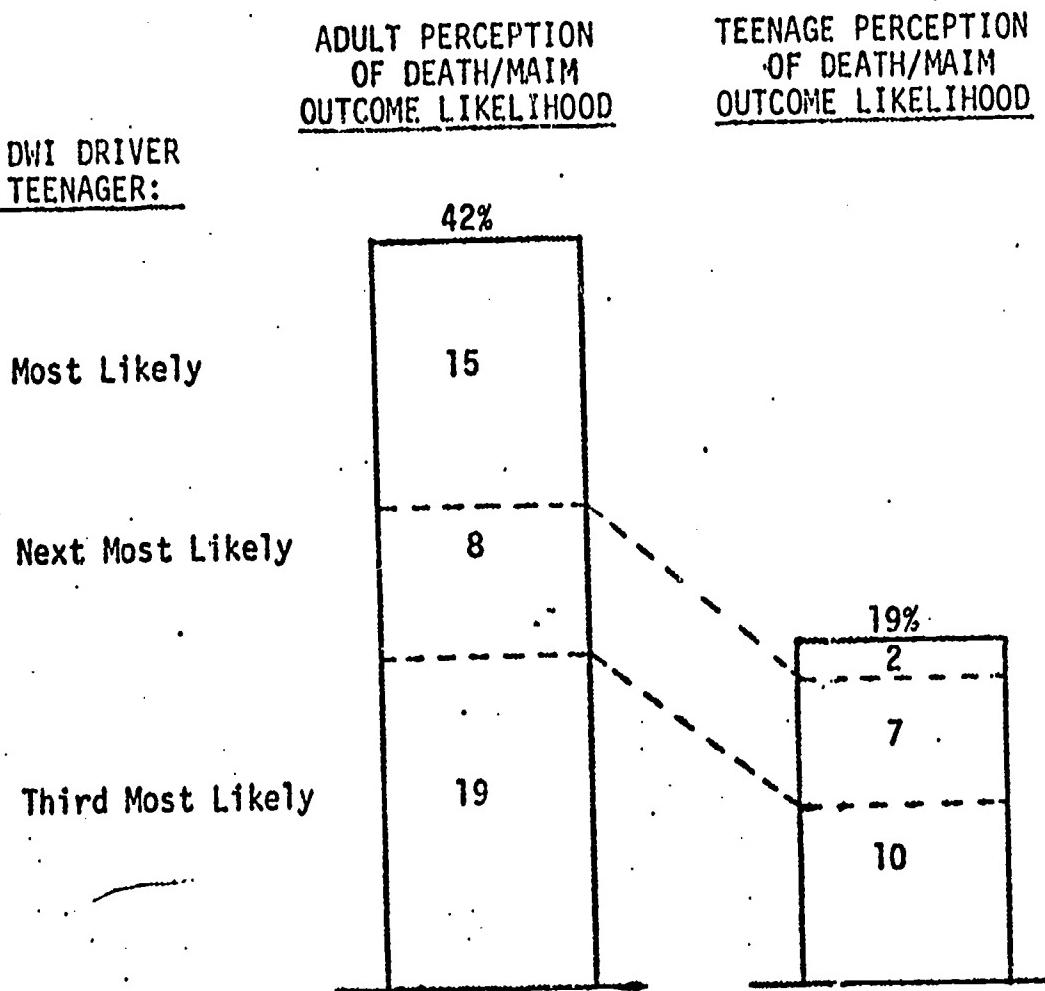
Never



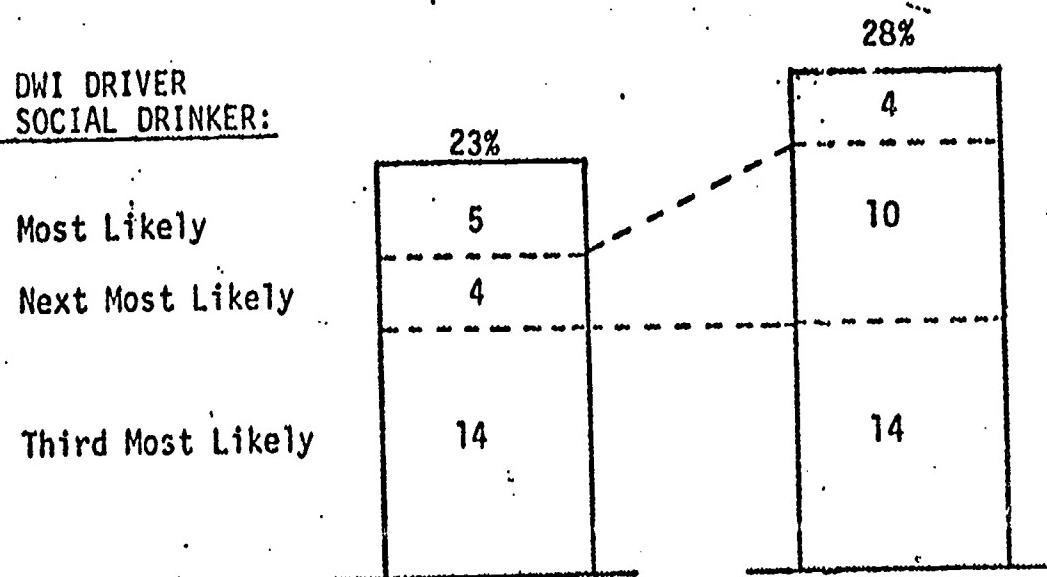
- Q. How often have you been in a car where you or one of your friends were driving after drinking quite heavily?
- Q. About how many times in your life have you driven a car when you were really pretty drunk?

HOW DOES THE ARS-INVOLVED ADULT AND
HIGH SCHOOL SEE THE POSSIBILITY OF DEATH AND MAIM OUTCOME?
(Base: Ars-Involved Adult and High School)

WHEN DWI DRIVER
IS A TEENAGER:



WHEN DWI DRIVER
IS A SOCIAL DRINKER:



660

HOW DOES THE ARS-INVOLVED HIGH SCHOOL GROUP RATE THEIR
DRIVING ABILITY UNDER THE INFLUENCE OF ALCOHOL?

(Base: High School Sample Who Drive).

Driving Ability Under The Influence

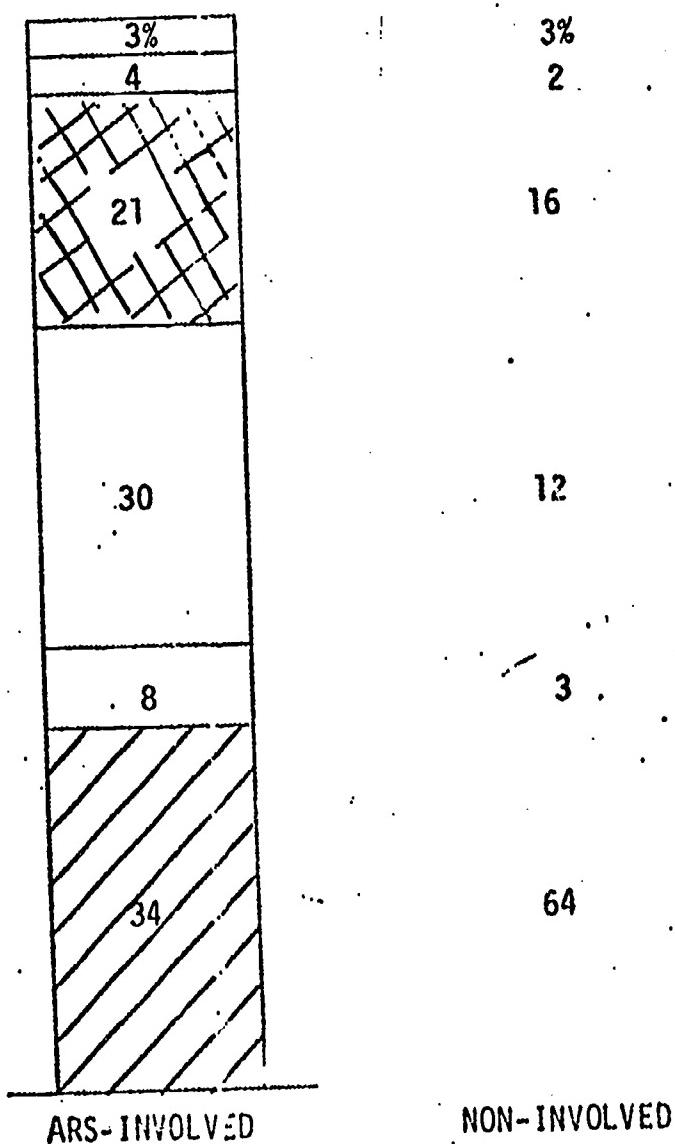
Much better
Little better

The same

Little worse

Much worse

Never driven under the influence



- Q. How do you rate your driving ability under the influence of alcohol compared to the way you usually drive when you are sober?

HIGHLIGHTS
THE STRATEGIC PROBLEM

- ARS-Involved youth are knowledgable about the major role of alcohol in traffic fatalities, and the fact that problem drinkers cause more fatal accidents. Their levels of agreement on these issues are very similar to the adult ARS-Involved group.
- They don't believe it's dangerous to drive after one or two drinks, but think that when you are drunk you can't compensate for it when you drive. They tend to support the adult belief that it is the innocent victim who is killed in the DWI accident.
- On the issue of higher taxes to support stricter law enforcement, the ARS-Involved are some twenty percentage points lower than either Involved adults or Non-Involved youth - a further indication of their low regard for law.

- The ARS-Involved group is aware of the penalties for selling to minors and the restrictions against youth possession of alcoholic beverages. They tend to know someone stopped for possession, but few have heard of harsh consequences. On the issue of DWI they know it is defined by BAC and what BAC is in general, also the legal consequences. They do not understand the specific levels involved nor how much drinking it takes to get there, especially for beer and wine.
- Even more than adults, they believe showers and black coffee can sober up a person and like adults they agree strongly that mixing drinkings increases the effect.

- ARS-Involved youth agree that a person doesn't have to stagger to be drunk, but they feel it is easy to recognize impairment in others. They know you get drunk faster under medication and on an empty stomach, but reject the fact that a small person gets drunk faster than a large one.
- The belief that impairment is easily recognizable is borne out by the fact that almost two-thirds of ARS-Involved youth perceived themselves to have been in the potential DWI situation in the past year. This is strikingly contrasted to the less than 50% of adults. On the other hand, among this high percent of perceivers, only a little over half (58%) took some positive action as compared with three-quarters of the adults.

On the contrary, they frequently have driven or have been a passenger where the driver was drinking heavily. This lack of concern can be attributed to their belief that death or serious injury is not a probable outcome from drunken teen driving and that they themselves don't feel they drive much worse when they are under the influence.

71

V. COUNTERMEASURE POTENTIAL
FOR TEENAGE DWI

- Countermeasures for ARS - Involved

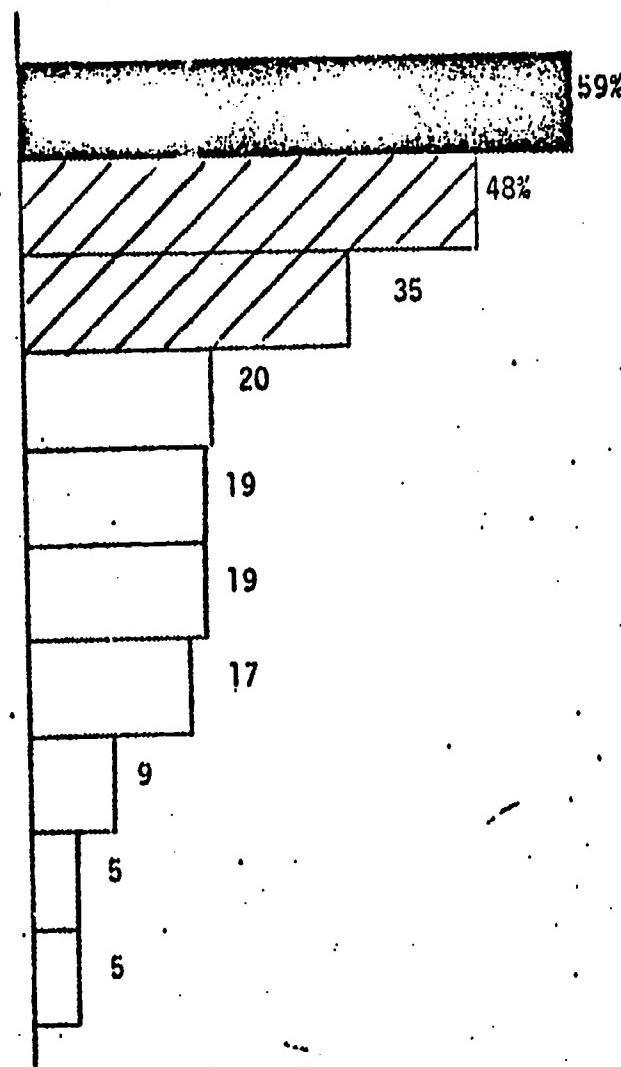
72

WHAT COUNTERMEASURES OFFER POTENTIAL WHEN THE POSSIBLE
 DWI IS A PEER OF ARS-INVOLVED HIGH SCHOOL GROUP?
 (Base: ARS-Involved High School Sample)

-% Rating "Extremely" Likely to do-

COUNTERMEASURES

- Make the suggestion to the person that you drive him/her home
- Get personally involved, don't just get out of situation
- Make sure that you don't ride with him or her
- Make sure no one rides with them if you can't stop them from driving
- Suggest to the person that they stay overnight at your home
- Organize the rest of the group to stop him or her
- Try to take their car keys away if they insist on driving
- Physically restrain them if they insist on driving
- Call an adult, maybe even his or her parents, to help get home
- When all other measures fail, call the police



SITUATION: You are with a group of your friends, one of them is very drunk and about to drive a car.



- = High potential countermeasures
- = Moderate potential countermeasures
- = Low potential countermeasures

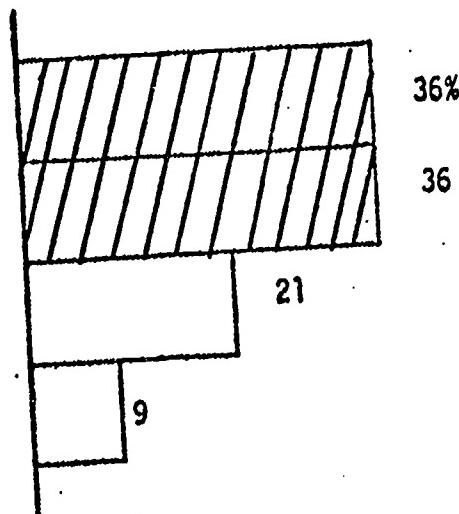
ARE THERE PEER GROUP COUNTERMEASURES THAT MIGHT
OFFER POTENTIAL?

(Base: ARS-Involved High School Sample)

-% Rating "Extremely" Likely To Do-

COUNTERMEASURES

- Help the person who is driving to limit his or her drinking
- Get the group to care for heavy drinkers, particularly to see that they don't drive
- Bring to the attention of the group the seriousness of drinking and driving
- Exclude persons from the group who frequently drink too heavily and drive



Q. How likely would you be to do each of the following if you were ever in a group in which drinking and driving frequently occurred?



- = High potential countermeasures
- = Moderate potential countermeasures
- = Low potential countermeasures

HIGHLIGHTS
COUNTERMEASURE POTENTIAL

- The ARS-Involved respond to the hypothetical situation where there is a need for action by expressing an attitudinal willingness to act saying they would not just get out of the situation, but would become involved.
- The specific countermeasures with the highest potential is the offer to drive the person home, and making sure no one rides with the drunk person.

- When in a group that frequently drinks and drives, the ARS-Involved expresses a strong likelihood to help limit the driver's drinking. Additional potential seems to exist for group action in making sure the heavy drinkers don't drive and that the problem is treated seriously.
- Seeking assistance from adults, either parents or police, does not present a viable alternative for countermeasure action.